APRIL 8, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Iowans who "listen most" to WHO
buy 5 times more CHEWING GUM
than those who listen most to any other station!
. . . there's 5 times as many of 'em!

Everybody knows that *mass* attention is the first requisite in advertising chewing gum, or any other "mass" product. WHO is therefore five times more effective for such products than any other station in Iowa: Five times more Iowa people "listen most" to WHO than to any other station—55.4% for WHO as against 10.7% for Station B.

Actually, WHO offers you more than five selling opportunities for every *one* offered by any other station; Iowa families spend six hours listening to their favorite station for every one hour tuned to any other which they "hear regularly". (Both facts are from the authoritative 1945 Iowa Radio Audience Survey.)

High power, outstanding programming and an unequalled record of public service are the reasons for WHO's overwhelming popularity. Let us give you all the facts—call Free & Peters—or ask anybody in Iowa!

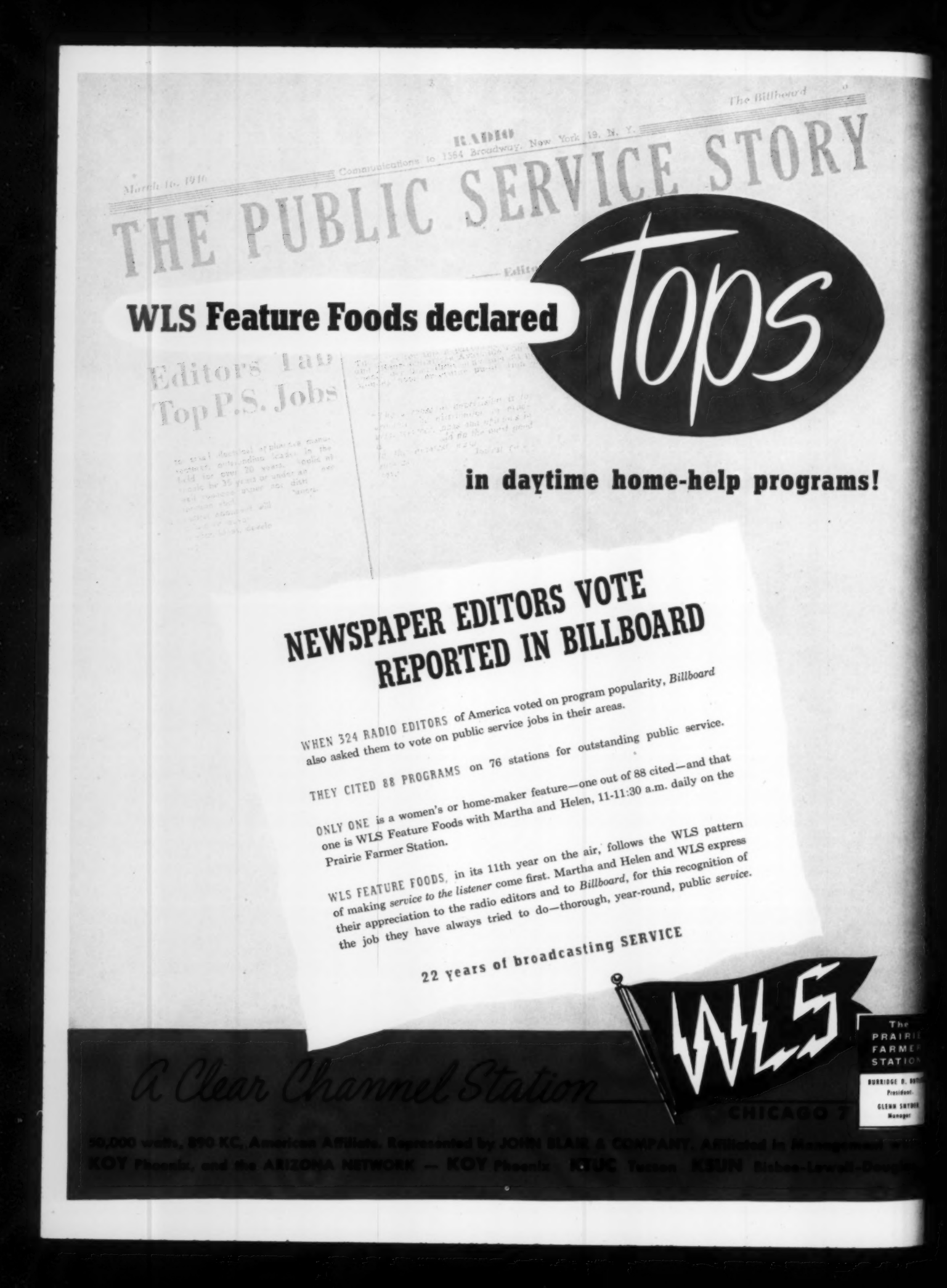
WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*


The Billboard
RADIO
Communications to 1564 Broadway, New York 19, N. Y.
March 16, 1946
THE PUBLIC SERVICE STORY
Editors Tab Top P.S. Jobs
WLS Feature Foods declared Tops
in daytime home-help programs!
NEWSPAPER EDITORS VOTE REPORTED IN BILLBOARD
WHEN 324 RADIO EDITORS of America voted on program popularity, Billboard also asked them to vote on public service jobs in their areas.
THEY CITED 88 PROGRAMS on 76 stations for outstanding public service.
ONLY ONE is a women's or home-maker feature—one out of 88 cited—and that one is WLS Feature Foods with Martha and Helen, 11-11:30 a.m. daily on the Prairie Farmer Station.
WLS FEATURE FOODS, in its 11th year on the air, follows the WLS pattern of making service to the listener come first. Martha and Helen and WLS express their appreciation to the radio editors and to Billboard, for this recognition of the job they have always tried to do—thorough, year-round, public service.
22 years of broadcasting SERVICE
WLS
A Clear Channel Station
CHICAGO 7
50,000 watts, 890 KC. American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with
KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell-Douglas
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

DOESN'T MAKE A *Forest*

NEW ENGLAND'S real sales potential lies not in one or two large cities, but in the many scattered cities and their suburban trading zones.

New England's many thriving local stations are proof in themselves of the need for a direct sales approach, as opposed to distant hit-or-miss appeal. They give you coverage exactly where you want it.

Yankee Network consolidates 23 of these hometown stations into one vehicle for reaching each and every section of New England completely and with maximum impact, tying radio homes into one vast potential audience of 8,627,979.

The national business that goes Yankee Network in New England is proof of the effectiveness of this hometown coverage.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Wa
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

PLOUGH Inc., substantial user of national spot, and owner of WMPS Memphis, is eyeing network use, to augment existing radio campaigns. In its annual report Plough says WMPS provides opportunity for first-hand observation and study of radio appeals, audience preferences, and program types, and knowledge thus gained is proving valuable in determining most acceptable type of network program that might be used "in further extending the advertising of Plough products".

CONVERSATIONS in progress looking toward realignment of one of large station representation organizations whereby secondary list would be disposed of to separate corporate entity. Realignment, which would entail switch of several stations from class B to class A list and vice versa, may come within fortnight.

WITH FORMAL transfer of KOIN Portland to Field Enterprises ownership this week Harry H. Buckendahl, sales manager, becomes station manager. C. W. Myers, president and principal owner who negotiated $950,000 transaction, will continue in supervisory and advisory capacity for present.

ADD to fast-growing radio news bureaus in Washington: KSD St. Louis, heretofore protected on capital coverage by *St. Louis Post-Dispatch* staff, but now planning own news bureau with possibility of direct lines.

EARLY APPOINTMENT of paid president for Canadian Assn. of Broadcasters in prospect, following Toronto directors meeting last week. Meeting also sending delegate, probably Ted Campeau, managing director of CKLW Windsor-Detroit, to Inter-American Congress Radio Broadcasters in Havana.

IT'S POSSIBLE that London's famed "Old Vic" Theater Group may appear on special CBS programs. One of U. S. sponsors of project to bring group to America for appearances on U. S. stage is William S. Paley, chairman of CBS board. Mr. Paley last week would not confirm reports he had intentions to invite "Old Vic" to broadcast after arrival in U. S., but his sponsorship of Group's trip was reason enough to believe he would.

ACTING Chairman Charles R. Denny Jr. of FCC isn't accepting any out-of-town speaking dates. Snowed under with work load he inherited from Paul A. Porter, OPA Administrator, he plans to stick close to job at least until pending dockets are cleared which may entail another two or three months.

BULWINKLE Railroad Bill which has had right of way before Senate Interstate Commerce Committee has frustrated hearing on confirmation of Rosel Hyde's appointment to FCC. With Commission hitting on only five of its seven membership cylinders, Chairman Denny is anxious to have Mr. Hyde qualified in time for resumption of clear channel hearings April 15. Chairman Wheeler may get to nomination this week but it isn't certain.

Upcoming

April 8: Industry Music Committee and AFM Negotiating Committee, AFM Hqtrs., 570 Lexington Ave., New York.

April 9-11: RMA Spring Meeting, Waldorf-Astoria, New York.

April 10: Radio News Clinic, New York State Stations, Hotel Utica, Utica.

April 10-11: AAAA Annual Meeting, Waldorf-Astoria, New York.

April 11-12: NAB 4th District, Cavalier Hotel, Virginia Beach, Va.

April 15-18: ANA Meeting, Westchester Country Club, Rye, N. Y.

(FCC hearings, page 80.)

Bulletins

FCC Friday night announced decision in five-year Wilkes-Barre case proposing to grant license application of John H. Stenger Jr., to continue operation of WBAX. Order proposed denial of rival station applications of Central Broadcasting Co., Northeastern Pennsylvania Broadcasters Inc., Key Broadcasters Inc. and Baron Broadcasting Co., all seeking 1240 kc facilities of WBAX.

HOUSE Foreign Affairs Committee Friday voted to reopen hearings on State Dept.'s proposed international information service after members reported no opposition witnesses were heard by group before it drafted measure which bottlenecked in rules committee.

Business Briefly

BRECK EXTENDS ● John H. Breck Inc., Springfield, Mass. (Breck shampoo), extends contract effective May 1 for additional 13 weeks of *Beautiful Music*, Wednesdays, 4:15-4:45 p.m. on 14 ABC stations. Agency, Charles Sheldon Adv., Springfield.

MAGAZINE SPOTS ● Omnibook Inc., New York, has started participations 13 weeks on WJZ New York in *Sunrise Salute*, Monday through Saturday, 6-7 a.m., and *Housewives Protective League*, Monday through Friday, 1:30-2 p.m. Agency, Schwab & Beatty Inc., New York.

AGENCY SWITCH ● Blackhawk Brewing Co., Davenport, Ia., moves its account from H. W. Kastor & Sons, Chicago, to N. A. Winter Adv., Des Moines.

COLUMBIA AFFILIATES ELECT

COLUMBIA Affiliates Advisory Board elected two new district representatives and reelected seven for a one year term late last Friday. Representatives reelected are: I. R. Lounsberry, WKBW, chairman, District 2; E. E. Hill, WTAG Worcester, District 1, reelected secretary of board; C. T. Lucy, WRVA Richmond, District 3; W. H. Summerville, WWL New Orleans, District 5; F. C. Eighmey, WTAD Quincy, District 6; Arthur Church, KMBC Kansas City, Mo., District 7; Clyde Coombs, KARM Fresno, District 9. Two new representatives are Glenn Marshall, WFOY St. Augustine, who replaces John Rivers, WCSC Charleston for District 4 and Kenyon Brown, KOMA Oklahoma City, replacing Clyde W. Rembert, KRLD Dallas for District 8.

FCC Would Deny WINS Sale to Crosley

SALE of WINS New York, potential 50,000-watter by Hearst Radio Inc. to Crosley Corp., WLW licensee, now subsidiary of Aviation Corp., for $1,700,000 plus $400,000 in station time, would be denied under unanimous proposed decision announced late Friday by FCC.

Acting Chairman Denny and Commissioners Jett and Wakefield voted for denial largely on ground that $400,000 trade-time arrangement for 10-year period was violation of law and FCC regulation because new licensee would delegate control over an hour a day of its time for 10-year period to Hearst.

Commissioners Walker and Durr, in concurring opinion, went far beyond their colleagues, holding that Crosley actually would be paid approximately $2,000,000 for license alone.

FCC for first time invoked philosophy of its March 7 "blue book" in proposed opinion. Majority said it was not satisfied with Crosley Corp. showing on service, stating proposed allocation of time for "sustaining and commercial use is extremely ambiguous with some indication that almost the entire program schedule might be devoted to commercial operation."

This, it said, left FCC without adequate basis for determination of applicant's performance. Walker-Durr minority stated that price is so high that Crosley could be expected to over-commercialize in order to earn "even a small return". They observed: "The overemphasis on commercial operation of broadcast facilities is to be deplored. Licensees must recognize that the grant of a license by this Commission imposes serious responsibility to operate, not for profit alone, but in the public interest."

Majority said, "Commission has frequently pointed out that it is the licensee's responsibility under the Communications Act to maintain complete control over the station operations. This responsibility cannot be delegated or impaired in any manner, not even for portions of the broadcast period."

Commission held further that time arrangement conflicts with rule limiting licensing period to maximum of three years and to rule restricting network contracts beyond two years.

FCC gave Crosley until April 25 to file exceptions, since the option of Hearst to Crosley would expire about May 1. If exceptions are filed, FCC set oral argument for 9:30 a.m. April 26 "in order that we may render a final decision . . . . before the contract extension expires."

James D. Shouse, Crosley vice president, said Crosley would seek oral argument.

The Greeks had a legend for it

● King Midas with his golden touch was a money machine by any standards. Yet Midas had nothing on countless advertisers for whom radio has turned ordinary circumstances into golden opportunity.

Furthermore, it takes no mystic formula to make radio work for you. Whether national, regional or "spotty" distribution, spot radio fits your plans . . . not almost, but exactly.

For spot radio has that individual touch that makes every penny count and turns "just another campaign" into a smash success—the type of success experienced daily by advertisers using these stations.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

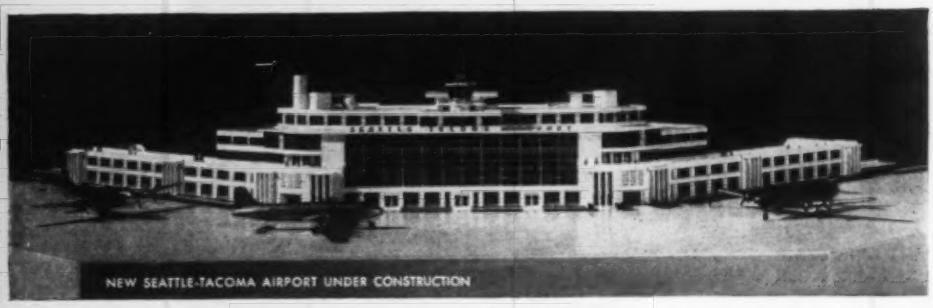
THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

FUTURE PROGRESS
VAST INDUSTRIAL EXPANSION



NEW SEATTLE-TACOMA AIRPORT UNDER CONSTRUCTION

The immense and increasing production of the Pacific Northwest—including farm products worth $500,000,000 annually . . . seven *billion* board feet of lumber annually . . . two and one-half billion pounds of milk annually—has attracted a vast new program of industrial expansion.

Here are a few of the many projects now under construction or soon to be begun in Washington State—the $10,000,000 Seattle-Tacoma Airport destined to be one of the three largest in the nation . . . expanded telephone plants and equipment costing $14,000,000 . . . addition to the Sears-Roebuck retail store in Seattle to cost $1,500,000 . . . remodeling of the Marshall Field department store in Seattle which, with new suburban store, will cost $5,000,000.

The per capita buying power of the rich Seattle-Tacoma market, already nearly twice as great as the national average, is destined to grow even greater.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Norhwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

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MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU

250 Park Ave. *PLaza* 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

The Philadelphia Inquirer

accepts the responsibility

for the operation

of WFIL and WFIL-FM

in Philadelphia

Several years ago, in reference to the newspaper, Mr. Walter H. Annenberg, Editor and Publisher of The Philadelphia Inquirer, made the following statement . . . .

"A newspaper merits its franchise only by virtue of its public interest . . ."

Today, we supplement this statement with the following . . . .

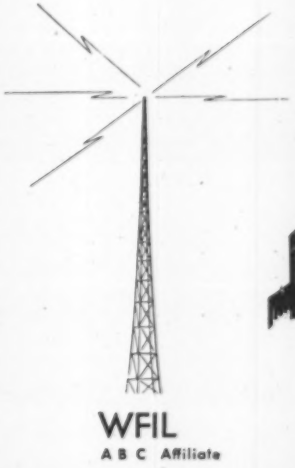
"A newspaper . . . or a radio broadcasting station . . . merits its franchise only by virtue of its public interest . . ."

No one is forced to buy a newspaper. No one is forced to tune to a radio station. No buyer is compelled to read the newspaper's content. No person is forced to listen to a radio program.

It is only by supplying the reader . . . or the listener . . . with full value in news, in features . . . with a planned program of information and entertainment of the highest character, that readers and listeners become loyal friends.

This is the formula which has been followed in the conduct of The Philadelphia Inquirer. And this is the procedure which will be followed in the conduct of WFIL and WFIL-FM.

It is interesting to note that this formula has doubled Inquirer circulation in the ten-year period, 1936-1946.



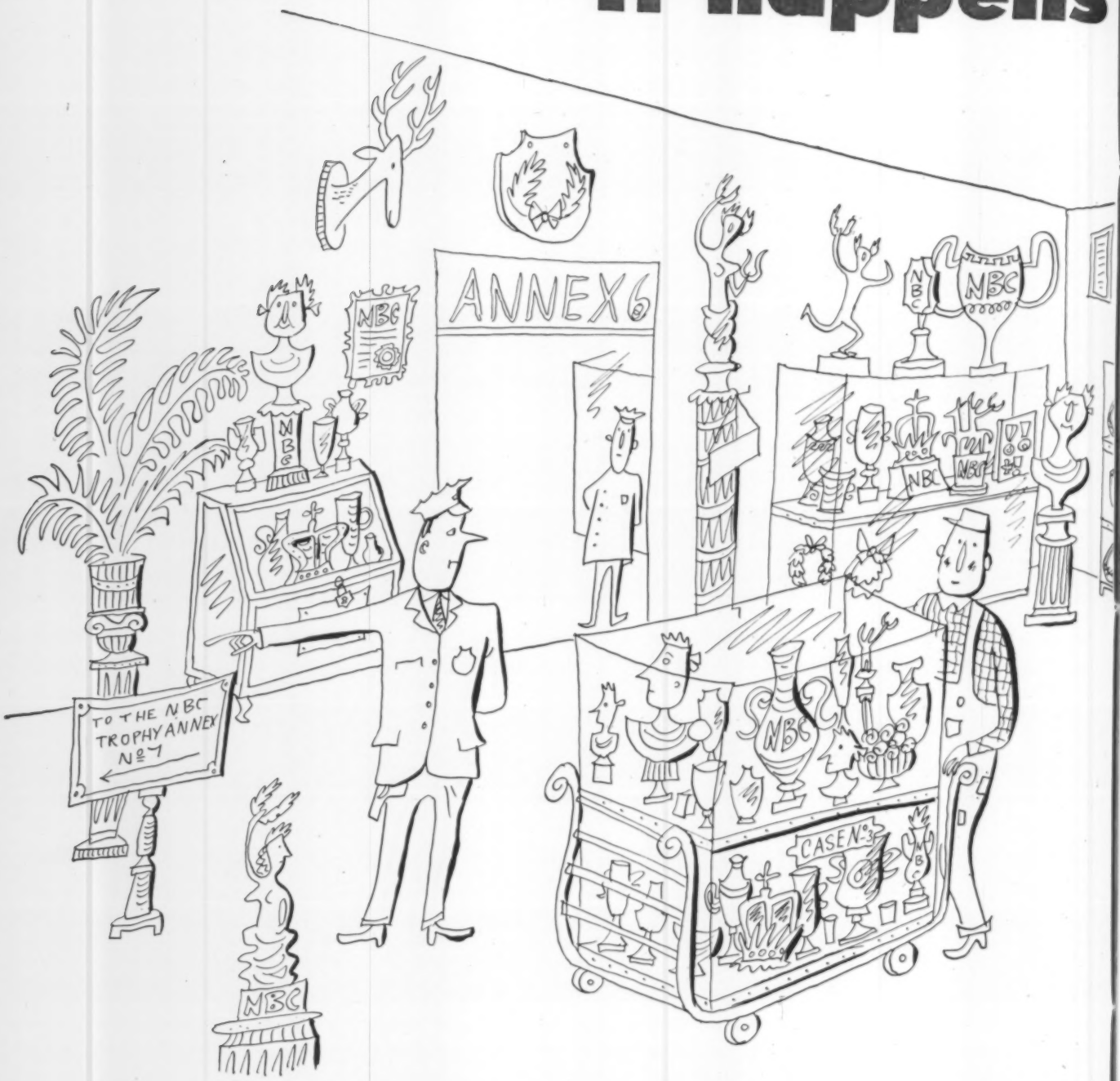
WFIL
A B C Affiliate

WFIL-FM
First Commercial FM in Philadelphia

Inquirer Building

The Philadelphia Inquirer

It happens



AMERICA'S NO. 1 NETWORK

NBC

A Service of Radio Corporation of America

s to NBC

NBC, its **Affiliates** and its **Advertisers** have been accepting awards for some twenty years. A list of honors already received this year is typical:

ALFRED I. DUPONT COMMENTATOR'S AWARD
Lowell Thomas (Sun Oil Company)

ALFRED I. DUPONT STATION'S AWARD
KDKA (NBC Pittsburgh Affiliate)

GEORGE FOSTER PEABODY DRAMA AWARD
Edgar Bergen . . . and Charlie McCarthy and Mortimer Snerd (Standard Brands)

GEORGE FOSTER PEABODY MUSIC AWARDS
NBC Symphony Orchestra (General Motors)
Dr. Howard Hanson—Eastman School of Music
WHAM (NBC Rochester Affiliate)

VARIETY SHOWMANSHIP PLAQUES
WLW (NBC Cincinnati Affiliate)
KOA (NBC in Denver)

VARIETY SPECIAL AWARDS
Bing Crosby (Kraft Foods Company)
Ralph Edwards (Procter and Gamble)
Duffy's Tavern (Bristol-Myers)

PUBLIC RELATIONS ASSOCIATION OF AMERICA AWARD
America United (NBC Special Service Program)

Here is further evidence of critical acclaim as well as popular appeal.
Here is further expression of a great association:
NBC, its **Affiliates** and its **Advertisers.**

..the National Broadcasting Company

Continuous
PUBLIC
INTEREST
IN
LINCOLN
MEANS

KFOR

As another feature of KFOR's continuous public interest campaign, a completely local newscast was added to the schedule every afternoon. A recent check of four days' newscasts, selected at random, shows that a total of 136 names of persons in the KFOR area was broadcast. And of the 136 persons named, nearly 10 percent were heard in person, via wire recorder.

Here is another example of the outstanding job KFOR does in covering the local picture. It makes KFOR the kind of a station in which people of the Lincoln area take a personal interest.

REPRESENTED BY EDWARD PETRY CO., INC.
KFOR
NEBRASKA'S Capitol City STATION
Basic ABC & MUTUAL Lincoln
GORDON GRAY VICE PRES. & GEN. MGR. MELVIN DRAKE VICE PRES. & MANAGER

Feature of the Week

AUSTIN FENGER, news editor of KSFO San Francisco, key station for Universal Broadcasting Co., last week flew to Hawaii aboard the Navy's *Mars*, largest flying boat in the world, for a series of eye-witness broadcasts on damage by the Pacific tidal wave. First broadcast was picked up Thursday night while the Mars was about 500 miles at sea. Contact was maintained for the 8-8:15 newscast of KSFO which was released to KXLA Los Angeles and KXA Seattle, affiliated Wesley I. Dumm stations.

Twelfth Naval District headquarters, San Francisco, reported the broadcasts are the first ever done from the *Mars* in flight. Accompanying Mr. Fenger are Keith Kerby, KSFO program director, and David Kees, special events engineer.

Ray V. Hamilton, executive vice president of Associated Broadcasters, owners and operators of KSFO, and Universal Broadcasting Co., said the newscasts, all transcribed, were to be carried by KSFO and Universal's stations KXLA and KXA through arrangements with Wesley I. Dumm, president of Associated and Universal.

Armed Forces Radio Service will broadcast the descriptions to men overseas. State Dept. will use them on broadcasts to Mexico, Central America, South America, the Orient, Alaska, India, Australia and New Zealand. First broadcast from the *Mars* in flight was carried last Thursday on Bob Hansen's 8 p.m. (PST) newscast on KSFO, sponsored by the Seaboard Finance Co. and placed through Smith-Bull-McCreery Agency.

Smallpox Warnings

SEATTLE stations have been called upon to help intensify the city's campaign against the smallpox epidemic apparently introduced by the ships arriving from the Far East. Dr. Emil Palmquist, city health commissioner, in an interview with Ross McConnell, KOMO news chief, appealed for a mass vaccination to curb the spread of the disease. KOMO also originated a broadcast, carried by all Seattle stations, featuring city and county public health officials discussing the problem. All stations are scheduling announcements urging vigilance.

Sellers of Sales

MARION A. (Ginny) PARHAM claims to be the only time-buyer in radio who knows the correct technical answer to the adage—"It's like pulling teeth to clear a good time schedule." Ginny knows the answer because she started her career as a dental assistant!

The bright young head of spot time buying at Kenyon & Eckhardt installed her pictures and flower vase at K&E on October 1, 1945—and her operations include such clients as the Borden Co., Kellogg, Industrial Tape, Wesson Oil and Snowdrift, and Knox Gelatine.

Kenyon & Eckhardt boasts of a radio department which has soared on the business graph during the past 12 months, and so Ginny finds herself with little spare time on her hands. It has always been that way, however, through stints as a concert manager, seven years with Free & Peters and a season buying time for Erwin, Wasey and Co.

Sedentary hobbies are her favorites. Slim and brunette, Ginny prefers Beecham to Goodman, Proust to H. Allen Smith and Rembrandt to Picasso. Though her tastes are elevated, her business sense is a jump ahead of modern—and radio research is her favorite hobby.

Ginny is one of those New Yorkers from out of town—Watertown, to be specific. Her parents wanted her to be a doctor, but young Miss Parham had a mind of her own. Nothing would do but to become a zoologist. Her first experience with a snake—the Watertown variety—sent Ginny's plans into an abrupt reversal. She went to Barnard College instead and was properly academic.

GINNY

Never dreaming that one day she would be buying spot radio time for an advertising agency, Ginny became interested in radio through her first beau—who made radio sets as a hobby. Oft and long the nights that she sat patiently while her perspiring swain persevered over a condenser or a newfangled tube. But that early experience proved valuable when she finally made radio her profession.

Under the expert guidance of her department head, Frank Palmer, Ginny has become an integral part of K&E radio operations. Her shrewdly planned spot campaigns have resulted in satisfied clients—which makes everybody happy—including Ginny Parham!

For sure returns on your advertising—investigate this station which covers the prosperous industrial and agricultural area comprised of: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS DAY AND NIGHT

Represented by
RAYMER

NBC Bread Proves It! . . . .

Mothers and Housewives listen with confidence to the voice of WAAT in America's Fourth Largest Market! It was natural, then, that NBC Bread chose New Jersey's First Station to tell about this delicious, fine textured, wholesome bread. For 15 months 25 "station-breaks" weekly! Since January, 1946, Dave Miller, the *"Home Town Boy"*, has been NBC's *Baker-Boy* on the famous "Home Town Frolic" 6 days weekly for 10 minutes. More and more the "trend" among sponsors at WAAT is from "spots" to "programs"—; *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station– including all 50,000 watters!

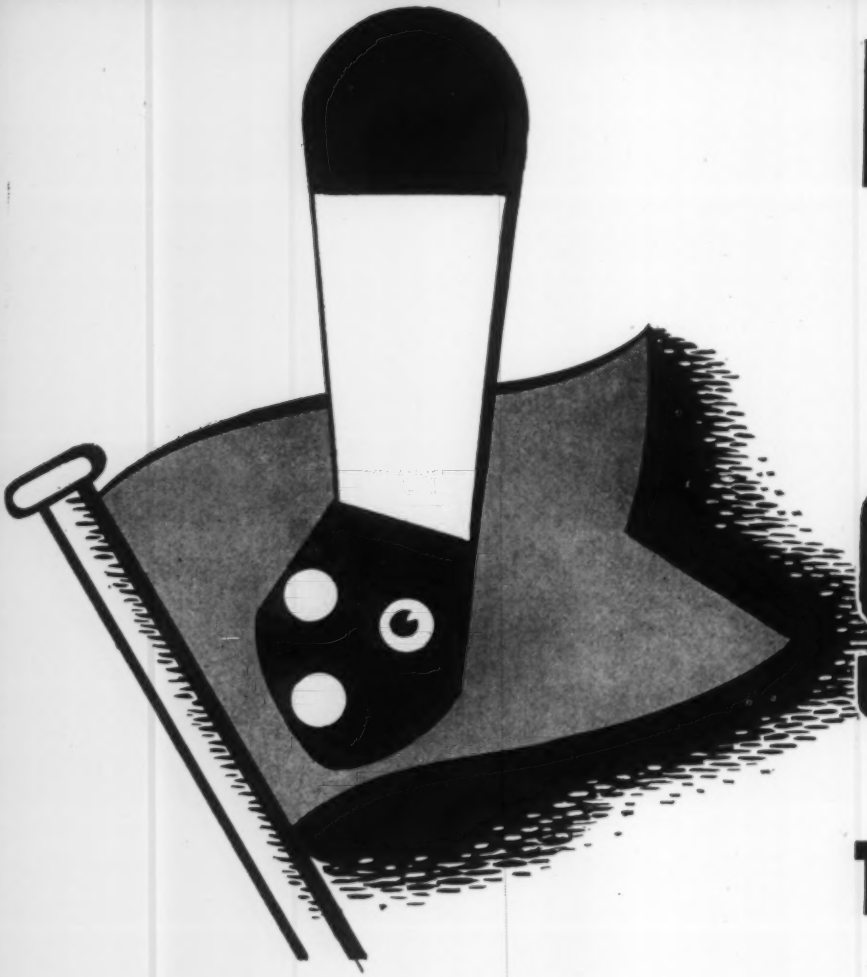
WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



1,460,000 Flag Stops

ON THE TRANS-CANADA ROUTE!

Merchant, housewife and farmer . . . doctor, workman and miner . . . the TRANS-CANADA Network serves them all with the finest in radio entertainment. From her growing cities to remote rural areas, listeners tune to radio's top programmes routed by TRANS-CANADA to 94% of the country's English-speaking radio homes.

To bring this unexcelled radio service to 1,460,000 *homes*, TRANS-CANADA maintains a network of dominant stations, including several 50,000-watt clear-channel outlets. Strategically located, TRANS-CANADA stations give comprehensive coverage from coast to coast.

Thanks to this service, 1,460,000 Canadian families are on the main line of radio's finest entertainment . . . an eager, responsive, loyal audience because TRANS-CANADA brings them outstanding programmes round the clock from Canada, the United States and Great Britain.

CBC SERVES CANADA

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ont.
1231 St. Catherine Street West, Montreal 25, P.Q.

CBC TRANS-CANADA NETWORK

"1996"

AMERICA'S FASTEST GROWING RADIO STATION SERVICE

PROGRAMS - E.T.'s
SPOTS - IDEAS - MUSIC
SCRIPTS - EFFECTS

THE W. E. LONG CO. 155 N. CLARK STREET CHICAGO 1, ILLINOIS

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Any time you run up against a spot-broadcasting problem that sorta buffaloes you—that's the *best* time to call for Free & Peters!

Eighteen *good* men who are willing to fight their weight in wildcats—six offices all completely equipped for fast, efficient action—well, you get the idea!

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BROADCASTING
TELECASTING

VOL. 30, NO. 14 WASHINGTON, D. C., APRIL 8, 1946 $5.00 A YEAR—15c A COPY

AFRA Lobby Stalls Petrillo Bill Approval

Stars and Writers Deluge Senators With Protests

By BILL BAILEY

FINAL APPROVAL of the Lea-Vandenberg bill (S-63) to throttle Petrillo was blocked temporarily in the Senate late last week by an 11th-hour lobby fomented by the American Federation of Radio Artists, but sponsors of the conference report predicted ratification.

The Senate adjourned at 7:40 p.m. Friday after adopting a motion by Majority Leader Barkley (D-Ky.) to convene at 12 noon Saturday to take up the Petrillo bill. Sen. Kenneth Wherry (R-Neb.) minority whip, opposed the Saturday session but the motion squeaked through. Earlier Friday evening Sen. Wayne Morse (R-Ore.) who with Sen. William Langer (R-S. D.) and Sen. Glen Taylor (D-Ida.) led opposition to consideration of the conference report, blocked unanimous consent for a Saturday session to consider the issue.

Conference report approval became entangled in consideration of the controversial Minimum Wage Bill, as well as the AFRA effort. Sen. Ed Johnson (D-Col.), chairman of the Senate conferees who voted unanimously for the measure, was joined by other leaders on both sides of the chamber in predicting prompt favorable action, once the report reaches the floor.

Began Wednesday

The AFRA onslaught, which got under way last Wednesday, came after the performers' union had ignored the Vandenberg and Lea measures in both Senate and House.

Intensity of the AFRA lobby was reflected in a snowstorm of identical telegrams from Hollywood AFRA local bearing these signatures: Bing Crosby, Lawrence Tibbett, Dinah Shore, Arch Oboler, Eddie Cantor, James Melton, Norman Corwin, Frank Sinatra, Jean Hersholt, Bob Hope.

Following is text of the message, which Sen. Langer placed in the *Congressional Record*:

"On behalf of 60,000 rank-and-file employes of radio industry, including actors, announcers, technicians and directors, we strongly urge that you vote against Conference Report 1824 on Amendment of the House to S-63.

"Although ostensibly a bill in the public interest framed to restrict specific action of James Petrillo, bill in present form restricts labor rights of all radio workers. Most clauses of conference report bill have nothing to do with public interest and benefit only radio station employers at expense of their employe. Respectfully call your attention to fact that present bill was never debated on floor of Senate and that radio artist unions affected were never informed of original hearing on House bill or invited to attend and present above information. Your vote against this bill will prevent great injustice to group of unions which has splendid record of labor relations."

In event of Senate approval, AFRA members were setting their sights for a White House veto.

President Truman, it is believed, would be disposed to sign the measure in view of its overwhelming passage by the House and the fact that organized labor had offered no coordinated opposition.

The AFRA campaign set off a backfire from non-union "white-collar" station employes and performers who began wiring their Senators last Friday.

A typical message ran:

"The high-paid radio artists who yesterday opposed Senate adoption of conference report on the so-called Petrillo bill cannot speak for thousands of unorganized rank and file employes of broadcasting of which I, as a voter, am one. Your vote for the conference report will protect those of us who detest pressure group tactics when union artists and technicians whose salaries are in hundreds of thousands a week exact feather-bedding concessions which inevitably must affect our pay envelope."

Senator Johnson planned to bring up the conference report Friday after being assured on Thursday that the minimum wage bill would be disposed of, but that measure became involved and the Senate spent all day Friday on it.

Organized opposition to the Lea-Vandenberg bill struck the Senate in full force on Wednesday, the day that Sen. Johnson had announced he would call up the conference report. Washington members of AFRA, headed by True Boardman, Hollywood, national board member, called Senators off the floor. They were wending in and out of the usually sacrosanct Senate cloakrooms, a privilege denied reporters.

A mimeographed statement signed by AFRA, Radio Writers Guild of the Authors League of America, Radio Directors' Guild and Independent Citizens' Committee of the Arts, Sciences & Professions, was placed in the hands of each Senator. The statement of each Senator, urging against adoption of the report.

Mr. Boardman continued his "button-hole" campaign Thursday and Friday, assisted by AFRA members.

Efforts of Sen. Johnson to bring up the conference report late Wednesday met with opposition from Sens. Langer and Morse. Sen. Langer objected because of the late

(*Continued on page 73*)

Republican Chief Urges Free Radio

FCC Interference Is Hit By Reece in Strong Statement

THE NEWLY-elected chairman of the Republican National Committee, in his first public statement after taking office last Monday, came out flatly for freedom of radio from government interference.

Rep. B. Carroll Reece of Tennessee, veteran Member of the House, served notice that freedom from program control by the FCC will be a major issue in the forthcoming November campaign. The Republican Party last week elected two strong proponents of free radio and bitter critics of the FCC's program policy to key posts on its National Committee. Mr. Reece succeeded Herbert Brownell Jr. as chairman. Rep. Clarence J. Brown (R-Ohio) was elected chairman of the Executive Committee on recommendation of Rep. Reece.

Both men are members of the House Interstate & Foreign Commerce Committee, in which radio legislation originates; both are on the committee's subcommittee on communications; they served together as House conferees on the Lea-Vandenberg bill (S-63) and fought hard for passage. Rep.

Rep. Reece

Rep. Brown

Brown carried the burden of floor debate in favor of the measure to curb James Caesar Petrillo and his American Federation of Musicians.

Reece Will Resign

At a news conference following his election, Rep. Reece said he would resign from the House within a "reasonable" time, but first wanted to "clear up some pending matters," among them his bill to amend the Federal Trade Act. Since Congress plans to adjourn *sine die* in July, it was reported in some quarters that Mr. Reece might complete his term.

Chairman Reece, in his exclusive statement to BROADCASTING, lashed out at the FCC's report on "Public Service Responsibility of Broadcast

(*Continued on page 72*)

HENRY MORGENTHAU ON FOUR STATIONS

HENRY MORGENTHAU Jr., one-time Secretary of the U. S. Treasury, last week announced he would become a radio commentator, broadcasting a weekly 15-minute program over WMCA New York, KFWB Los Angeles, KYA San Francisco and WWDC Washington.

The program will be aired simultaneously on the special four-station network. It was understood that a sponsor had been tentatively signed for Mr. Morgenthau's broadcast but details were not available last week. His commentaries will be heard Wednesdays 10:15-10:30 p.m. beginning April 10.

The former Treasury Secretary, in announcing his new role as radio commentator, said: "I do not propose to give just my own opinions about what is going on. I want to give my listeners the facts on which those opinions are based."

Brown and Williamson Replacements Are Set

SUMMER replacements for the three shows sponsored by Brown & Williamson Tobacco Corp., Louisville were announced last week. Replacing Red Skelton, Tuesday, 10:30-11 p.m., NBC (Raleigh tobacco and cigarettes) on June 11 will be Sigmund Romberg and 52-piece orchestra with vocalists. *Penguin Room With Hildegarde*, Wednesday, 8:30-9 p.m., NBC (Kools) is replaced by mystery, *A Life in Your Hands*. Date is not definite.

People Are Funny, Friday, 9-9:30 p.m., NBC (Raleigh cigarettes), goes off the air Aug. 2 for seven weeks, replaced by musical program, *Vacation With Music*, with Harry Sosnick and his orchestra and vocalists. Agency handling full account is Russell M. Seeds & Co., Chicago.

Cresta Blanca Plans 20

CRESTA BLANCA WINE CO., New York, subsidiary of Schenley Distillers Corp., will start a one minute spot announcement campaign in 20 markets on June 1. Contracts for 52 weeks will be placed by BBDO New York.

Wallace on MBS

HENRY A. WALLACE, Secretary of Commerce, on April 10 will speak on "Conservation of Food" on a special MBS broadcast originating in the Department of Commerce Auditorium, Washington, D. C., 10:15-10:30 a.m.

Yeast Firm on 57

JIMMY EVANS, WIND Chicago sports announcer, has completed a series of one-minute transcribed feature announcements for Red Star Yeast Products Co., Milwaukee, to be used on 57 stations from coast-to-coast. Firm has appointed Ivey & Ellington, New York, as agency [BROADCASTING, March 25].

Report Urges CAB Quit Rating Service, Reform as Consultants

RECOMMENDATIONS that Co-operative Analysis of Broadcasting drop its present rating service and reorganize as a standard-setting body, to evaluate and improve existing techniques and develop new ones as well as to serve as a means of collective bargaining for the users of program rating services with the producers of them, are made in the report of a special committee, submitted last Tuesday to the CAB Board of Governors meeting in New York.

Copies of the report will be mailed to CAB members this week, Bernard C. Duffy, president of BBDO and chairman of the CAB Board, said. Board has withheld any action on the report awaiting a membership vote.

CAB made available the following 12 highlights which:

1. Endorsed the CAB principle of strong, cooperative, tripartite radio program research.
2. Gave specifications for an ideal rating service—one that obtains ratings which can properly be projected, that covers all broadcasts of a program, that is speedy with ratings available a few day after each broadcast, and that provides consistent and unmistakable trends.
3. Urged CAB to reorganize toward development of this ideal service, to set standards, to evaluate and improve existing techniques, to develop new techniques and to serve in a lawful manner as a vehicle for "collective bargaining" on behalf of all classes of users of program ratings with producers of such data.
4. Expressed the opinion that the present CAB rating service should not be continued because it is not an ideal rating service.
5. Charged that the currently widely-used program ratings are frequently misused by buyers and sellers of radio time to mislead, stifle experimentation and variety, and create confusion.
6. Stated that CAB has a responsibility to see that program ratings are not abused because CAB is jointly sponsored by the ANA, AAAA and the four networks.
7. Criticized coincidental telephone surveys as excluding listeners on farms, in small towns, in areas remote from transmitters and in metropolitan areas without telephones.
8. Charged the industry is spending a large amount of money for all the program research services but is not getting the kind of program rating service it needs.
9. Suggested that a combination of existing data-collecting methods be used to achieve a program rating service with the desired speed, efficiency and economy.
10. Felt it unsound for CAB to combine standard-setting and pioneering functions with its operation of a rating service.
11. Emphasized that if CAB should be reorganized to achieve these objectives, it should have a board of governors representing highest technical skills of advertisers, agencies and networks and also authoritative management elements in each group to pass on policies and costs.
12. Advocated cooperation between CAB and Broadcast Measurement Bureau in the interests of efficiency and economy, and outlined the fields properly covered by each organization.

Report was prepared by a tripartite committee and mailed to Mr. Duffy by the committee chairman, Robert F. Elder, assistant to the president of Lever Bros., who represented advertisers on the committee. Other members were Thomas D'Arcy Brophy, president, Kenyon & Eckhardt, representing agencies, and Edgar Kobak, president of Mutual, for broadcasters.

Board members present, with Chairman Duffy, were: Mark Woods, president, ABC; Frank Stanton, president, CBS; Frank E. Mullen, vice president and general manager, NBC; E. P. H. James, manager of sales operations, MBS, representing Mr. Kobak; George H. Gallup, Young & Rubicam; A. K. Spencer, J. Walter Thompson Co.; Joseph D. Bohan, Sterling Drugs; Robert B. Brown, Bristol-Myers Co.; William N. Connolly, S. C. Johnson & Son. A. W. Lehman, CAB president, and George H. Allen, manager and secretary, were also present.

Drawn for BROADCASTING by Sid Hix

"The water fountain's overflowed again."

Atlantic Sponsors Baseball Schedule

Oil Firm to Sponsor Games On 36 Eastern Stations

ATLANTIC REFINING Co. will sponsor major and minor league baseball on a network of 36 stations, entering its 11th consecutive season of sportscasts on a regional basis. The 1946 program is believed to involve an expenditure of more than a half-million dollars.

Mr. Rollins

Arrangements for the season were made by Joseph R. Rollins, Atlantic advertising manager, and W. Wallace Orr, vice president of N. W. Ayer & Son. They were assisted by Tom McMahon, Tom McDermott and Clarence Cosby of the Ayer radio department.

Complete home schedule of the Boston Red Sox and Braves will originate on WNAC and be carried over Yankee Network in New England. Home and road games of the Pittsburgh Pirates will be keyed from WWSW to a hookup of stations in the Pittsburgh area. Complete schedule of Orioles' games will be originated at WITH Baltimore. Home games of the Athletics and Phillies at Shibe Park will be keyed from WIBG Philadelphia.

Byrum Saam and Claude Haring will handle Philadelphia games. Jim Britt and Tom Hussy will broadcast over the New England hookup. Rosey Roswell again will anncunce Pirates' games, aided by Jack Craddock. Bill Dyer will air Orioles' games. WNAC will key games to WGTR WSAR WEIM WHAI WHTD WLLH WCOU WHEB WNLC WBRK WSYB WHYN WEAN WAAB WMTW WDEV WWSR WNHC. WWSW will key to WISR WCED WKST WMBS WJFA WHJB. WIBG will key WILM WKOK WARM WMRF WBAX WHGB.

Army, Navy Cite ABC

WAR and Navy Departments have cited ABC for "distinguished performance rendered servicemen overseas in cooperation with the Armed Forces Radio Service." The citation was signed by Secy. of War Robert P. Patterson and Secy. of the Navy James Forrestal.

Marshall for Hope

PEPSODENT DIVISION of Lever Brothers Co., Cambridge, Mass., June 11 for 13 weeks replaces *Bob Hope Show* with *The Man Called X* on NBC stations, Tues. 10-10:30 p.m. (EDST). Packaged by Music Corp. of America, mystery series stars Herbert Marshall. Foote, Cone & Belding services account. Program has been under option of J. Walter Thompson Co. for NBC *Charlie McCarthy Show* but deal was not completed.

Reappraisal of Video Allocations Possible

CPA Ban and Poor Set Prospects Hit FM Too

EVENTS of the last fortnight, topped off by the FCC's inspection of television laboratory developments, may hasten reappraisal of the high frequency allocations structure, with the possibility that standards for high-definition, color video will be accorded commercial rather than experimental status.

Black-and-white television, which has strained at the regulatory leash for years and is all set to get under way, suffered another fortuitous setback with the construction ban of the Civilian Production Administration. Advances made by CBS in color television, and the fact that at least 25 low-band applicants

Other television stories on pages 40, 75, 77, 78, 85.

have withdrawn their assignment requests, have converged to cloud the immediate black-and-white outlook.

No formal comment was forthcoming from FCC members or its staff on what they saw last Monday at the RCA Laboratories in Princeton, or at CBS or Du Mont in New York. But it was evident that CBS' incessant campaign for color, the strides made by RCA, the CPA construction ban, the dropping of low-band applications, and the FCC disclosure that the 1946 outlook is for less than 120,000 television receivers, have inspired new thought as to allocations.

Low-band television, until CPA issued its construction order, was set to go under the allocations approved by the FCC nearly a year ago. The course of events, however, had tended to dampen enthusiasm for a quick start in the 13 lower bands. Another consideration has been the cost factor.

Interwoven in any new consideration of allocations and standards is the demand for extension "downstairs" of FM allocations, should the way be opened for commercial television in the microwaves. Thereby, enlargement of the FM band in Area 1, comprising the congested North Atlantic seaboard states, to accommodate additional stations and to provide channels for simplex facsimile, would be possible.

CBS has been imploring the FCC and the industry to forget black and white as obsolete, and to concentrate on color in the higher bands. On the other hand, the FCC last May gave black and white the right of way in the lower bands feeling that it could provide a needed and an acceptable service. The longer the delay in getting under way, the more difficult it will be for low-band television to become entrenched. The construction ban, slowness of transmitter production, and the unwillingness of manufacturers to turn out television receivers in volume are retarding factors which augur in favor of upper band development.

Television Panel

With time intervening, the FCC's fund of knowledge will be broadened. The old television panel of the now-expired Radio Technical Planning Board (Panel No. 6) has held several meetings in recent months to bring its information up to date. George P. Adair, FCC chief engineer, and members of his staff, sit on this panel. The committee isn't making recommendations, but it is sounding out engineering opinion on fundamental factors involved in television development, such as color, brightness, flicker, number of lines, bandwidth and resolution—all factors in the establishment of standards for commercial operation in the ultra-highs.

This committee is not of the policy level. Its studies, along with those of RCA, Du Mont, CBS, Farnsworth, Philco, Don Lee, and other companies engaged in television development, obviously will be available to the FCC in its determination of future television standards and policy.

The FCC's receiver production survey, announced last Wednesday [see story, page 76] showed that of 22,000,000 receivers which 85 of 89 surveyed companies plan to produce in 1946, approximately 100,000, or about .5% of the total, would be designed for reception of the 13 low-band channels. Some 14,000 additional would tune the first six low-band channels.

The same manufacturers reported they intended to produce approximately 1,800,000 FM sets, or about 9% of total set production. These results obviously were disappointing, not only to prospective FM and television broadcasters, but to the FCC.

Saw Both

The FCC's inspection trip last Monday marked the first time the Commission saw both RCA and CBS developments on the same day. The party comprised four of the five members of the Commission, Commissioner-designate and General Counsel Rosel H. Hyde, Chief Engineer Adair, Chief Accountant William J. Norfleet, and a dozen staff executives in its law and engineering departments. Commissioner Paul A. Walker was detained at home by a cold.

Despite the unwillingness of members of the FCC delegation to talk, it was evident that the group was deeply impressed. There was an attitude that if RCA, CBS and other leaders would pool their knowledge of color, television might go to the higher frequencies before the year is out, possibly in six months. Going it alone, the feeling was that a long procedure might be entailed before color would be acceptable for commercial operation, but that the exigencies could bring about quick action. The Commission would be receptive to a review of proposals for standards, it was thought.

There was the conviction that important advances in color may be forthcoming anytime. All laboratories—RCA, CBS, Du Mont, Farnsworth, and Philco—appear to be working on color. Only CBS, which fosters it, and RCA which decries it as an immediate service, are talking, however. The fact that CBS has had some 140 color demonstrations for practically all groups identified with radio, and that all met with enthusiastic response, caused more than a cursory reaction.

RCA Demonstration

Several members of the FCC party who saw the CBS demonstration last Monday had witnessed previous ones. They liked the last one better, largely because the filmed pictures were brighter.

The FCC delegation of 18 visited RCA in the morning, CBS in the afternoon and Du Mont in the evening. At each place they were reported to have shown great interest, expressed no comment.

Their day began officially at

(*Continued on page 69*)

CPA Order Fails to Halt Station Plans

CP Holders Seek Ways To Proceed Despite Building Rules

By J. FRANK BEATTY

HARRIED by new CPA rules preventing radio station building projects costing over $1,000, broadcasters are exercising ingenuity to get new stations on the air in improvised structures. CPA is still in early organizational turmoil. Industry groups, actively supporting veterans housing program, are preparing to tell CPA their troubles in effort to seek relief.

DEVELOPMENT plans for new broadcasting stations are going ahead despite Order No. 1 of the Civilian Production Administration diverting building materials into housing for veterans [BROADCASTING, April 1].

The CPA order is being taken in stride by many holders of CPs and conditional grants who have not started actual construction and therefore come under the $1,000 limit on radio structures. As a rule they are either figuring out means of getting on the air with improvised structures or preparing to ask local CPA offices for permits to exceed the $1,000 limit.

Two Appeals Filed

At the weekend two appeals for relief had been filed with CPA—Television Broadcasters Assn. and Federal Telephone & Radio Corp. NAB was compiling data for presentation of its case to CPA and expects to have the statement ready this week.

TBA's board of directors unanimously adopted a formal resolution at a special meeting, asking that television be exempt from the order's restrictions which it said had halted construction on most commercial video projects. The resolution was sent to John D. Small, CPA Administrator, and Wilson W. Wyatt, National Housing Expediter.

Norman E. Wunderlich, executive sales director of Federal, asked CPA to exempt broadcasting from the commercial $1,000 maximum class to the industrial $15,000 class. This limit would permit construction of most projected stations, he argued, pointing out that several million dollars in Federal's equipment alone is involved in the CPA order with its delaying effect on new construction.

CPA itself was in a turmoil last week, trying to get its nationwide organization together as well as handling a flood of inquiries that poured into Washington headquarters. It routed questions to a special section (Republic 7500, Branch 5594). Several stations inquired and were told to go ahead if actual construction had started prior to March 26.

Others were referred to their district managers and told to file applications on form CPA 4423. These applications will be considered by local citizens advisory committees and be decided by district managers, with appeal to CPA headquarters in Washington.

CPA late in the week sent out directives to district managers, setting out rules to determine essentiality of projects as well as deferability, along with general rules governing hardship cases. These instructions, not made public, did not mention any specific industry.

CPA district managers are already processing emergency cases though many local advisory committees have not been named. If an application is denied in such cases, applicants can resubmit their cases to the same district manager for reprocessing. If again denied, appeal still can be made to Washington. The headquarters office handled many applications for districts where offices were

(*Continued on page 70*)

Spot Radio Less Than Printed Media

Free & Peters Survey of Typical Stations Soon Available

By BRUCE ROBERTSON

IF a quarter-hour daytime program spotted on a typical list of stations throughout the country is heard by only 2% of the primary circulation of those stations, it will still deliver the advertiser's message more economically than a black-and-white magazine page or a 650-line newspaper ad, according to a study by Charles T. Clyne, in charge of sales promotion and program sales for Free & Peters.

Soon to be distributed in booklet form to advertisers and agencies, the study is designed to sell spot radio as an advertising medium and not to promote only the stations represented by Free & Peters, Mr. Clyne told BROADCASTING. Any station, he said, is welcome to use the overall basic statistics of the study in its own sales presentations.

ADVERTISING costs in various media for years have been argued, so Charles T. Clyne, sales promotion and program sales head of Free & Peters, set out to learn the truth. Results of his survey of typical stations, magazines and newspapers reveal that cost per thousand consumers reached is much lower in broadcast advertising than in either magazines or newspapers. F & P will distribute its survey in booklet form to advertisers and agencies and make it available to any station wanting it.

Preference for Radio

Titled "Radio—One Quarter Century of Progress," the report reviews radio's place in the American scene, with receivers in 89 of every 100 U. S. homes and 85 of every 100 U. S. families listening daily for an average of 5 hours and 14 minutes, more time than is spent on any other activity except working and sleeping. It cites the public's preference for radio as a source of entertainment and of news.

Growth of radio advertising from $68,178,000 in 1935 to $304,000,000 in 1945 and the concurrent increase in radio's share of the total advertising dollar are based, the report states, on two fundamental factors. First is the growth of the radio audience, with 50% more radio homes and 50% more radio stations in 1945 than in 1935, and with improved facilities and programs inducing more listening per family. Second reason why the nation's advertisers each year spend more of their total advertising budgets for radio is that "radio has proven its effectiveness."

Radio, the report points out, "delivers the persuasion of the human voice. It personalizes the sales message and creates confidence in the sponsor and his product. Radio offers the closest approach to an actual visit in the home by a 'live' salesman of any major advertising medium. Radio creates good will for the advertiser by contributing to the listener's (the buyer's) entertainment and information. Only in radio is editorial content created and delivered by the advertiser."

Advantages

Added to the general advantages of radio as an advertising medium, spot radio offers the national or regional advertiser several "clear and exclusive advantages," the report continues. These are:

"Market Selectivity—The ability to choose exactly the one or more markets in which he wishes to advertise.

"Station Selectivity—The ability to choose precisely the one or more stations that best meet his needs in each given market.

"Program Selectivity—The ability to use in each market the type of program material preferred by the audience in that region or section.

"Time and Time-Zone Selectivity—The ability to broadcast at the hour when his best prospects are best reached (regardless of time zones).

"Cost - Control Selectivity—The ability to allot to each market exactly the number of dollars justified by that particular market's sales potentials, or by special competitive situations, etc.

"Overall Flexibility—With spot radio, the advertiser can tailor and control his radio advertising exactly as he tailors and controls his sales effort. Spot radio is the precise opposite of scatter-gun advertising. It fits scientific selling perfectly."

Representative Group

To establish spot radio's circulation costs, "a study was made of a representative group of regional and clear-channel stations, varying in geographical location, power, type of audience served, network affiliations, etc., and listened to regularly by over 25% of all radio homes in the U. S. Stations in the six largest cities were not included because of their extremely low circulation cost."

Cost per family circulation was based on the cost of a quarter-hour daytime program, using a 52-week time contract and adding 25% for talent cost. Only primary circulation was considered, "those families who listen regularly to each station," eliminating all secondary circulation, which averaged 50% of the primary.

Costs for individual stations varied with local market and station factors, but the average per-family circulation cost for all stations was $.00012, or 12 cents per thousand families, for a quarter-hour daytime program. (During evening peak listening hours the circulation cost per thousand families averaged 26 cents). This figure "may be accepted as the average

(*Continued on page 60*)

Media Scoreboard

(From Free & Peters Study)

	Cost per Thousand Families	
	Circulation	Reached
Magazines—Full page, black-and-white	$2.50	$7.90
Newspapers—650-line black-and-white	1.32	8.28
Spot Radio—Quarter-hour daytime	.12	
2% listening*		6.00
4% listening*		3.00
6% listening*		2.00

*Primary Circulation Only

Sarnoff Backs UN Broadcasting Plan

RCA, NBC Head Favor World-Wide System To Tell Facts

OFFICIALS of the United Nations have long been toying with the notion of establishing a world-wide broadcasting system, uninhibited by national prides or prejudices, to deliver factual accounts of UN's progress to all peoples.

Last week from a surprising source—America's biggest radio-communications combine which might well find a UN broadcasting system at least a mild competitor—came unqualified support for a UN radio plan.

(*Other international communications stories on pages 30, 43, 72.*)

Brig. Gen. David Sarnoff, president of RCA and chairman of the board of NBC, proposed that the UN establish "an independent international broadcasting system to be known as 'The Voice of UN.'"

To a dinner in RCA's Radio City headquarters, New York, he invited high ranking members of the UN secretariat and delegations, told them why he favored an independent world broadcasting plan.

His reasoning: "Any medium of communication that would increase the knowledge and understanding of the peoples of the world about the problems of the world, would increase the effectiveness of the United Nations and advance the cause of world peace."

Aid to Factual Knowledge

One way, said General Sarnoff, to increase factual knowledge is to "provide a world-wide system of mass communication that can reach peoples of the world freely and simultaneously."

But before this can be done, a new principle must be adopted. To America's famed constitutional guarantees of freedom of speech and freedom of the press, a third should be added—"freedom to listen," and the three should then become the principle of UN.

The principle established, organization of the means of putting it to practice should commence. "It (a UN international broadcasting system) should have a world-wide range and be used for broadcasting the public proceedings of the United Nations, for disseminating its information to listeners everywhere, and for spreading knowledge and understanding among the people of the world.

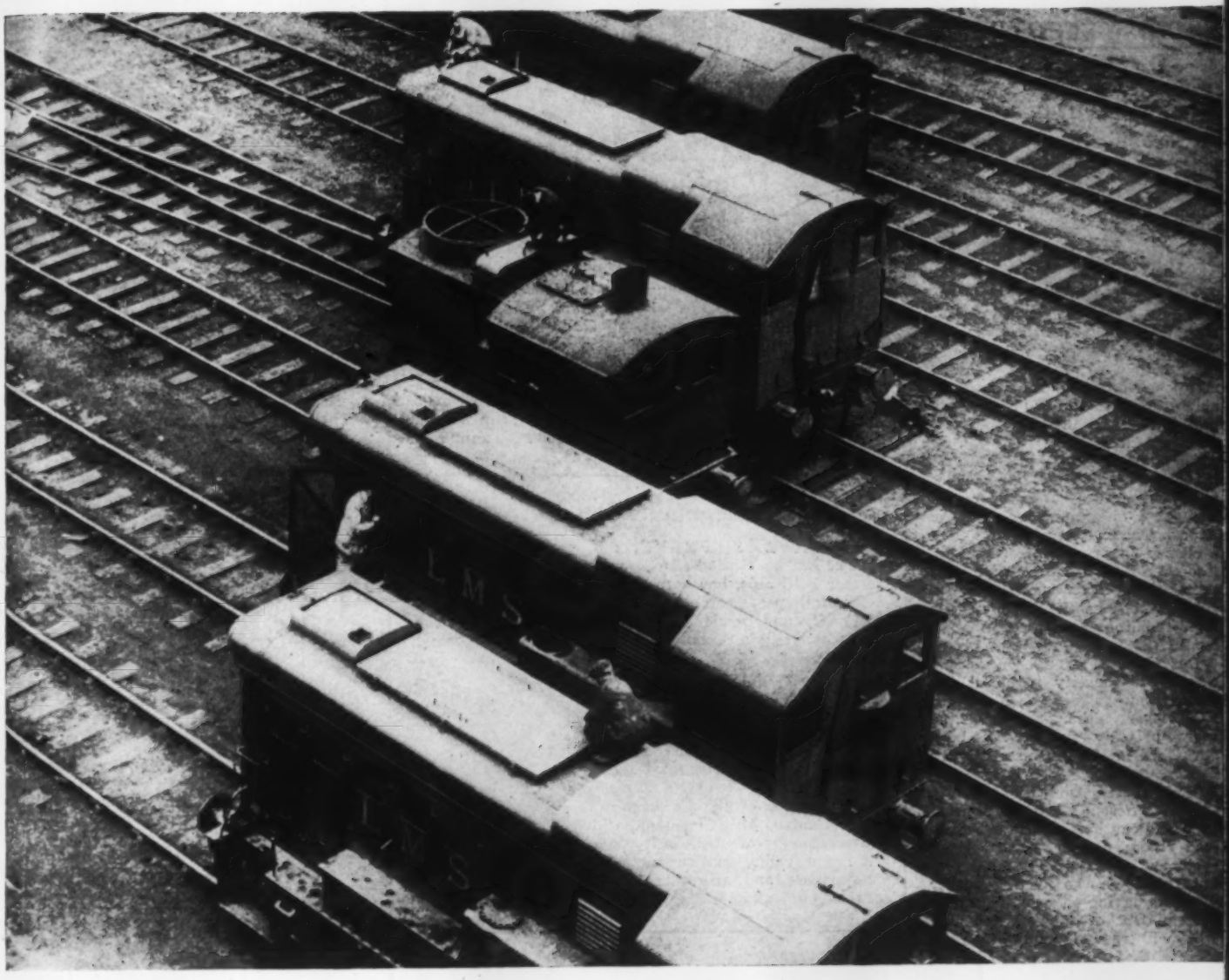
" 'The Voice of UN' should broadcast in the principal languages employed throughout the world."

To accomplish these ends, said General Sarnoff, practical problems—both technical and political—are involved. General Sarnoff had said the technical problems of a UN radio plan could be solved with little trouble. But the political problems, he admitted, "require the consent of the member nations of the UN and their united will to make the plan work."

Biggest question-mark, of course, was Russia whose press and radio are hardly free by the standards of the U. S. At week's end, Russia's reaction to General Sarnoff's proposal had not been announced.

From some democracies, however, favorable comment sprang at once. Said Norway's Trygve Lie (who as secretary-general of UN has a position transcending nationality): "It is with the greatest interest and satisfaction that I have read the suggestions of Mr. Sarnoff."

Said America's William Benton, Assistant Secretary of State: "General Sarnoff has crystalized an ideal and hope that has been in many minds. The proposal . . . is in accord with American tradition and policy."



Pushers

The sleek, streamlined babies pulling the Limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

W-I-T-H, the successful independent, is the work-horse type. In this big five-station town, W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It belongs on your list, believe it!

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* **Headley-Reed**

RADIO'S SECOND CHANCE:

Free To Broadcasters, $2.50 to Listeners

By ROBERT K. RICHARDS

A POPULAR edition of "The Public Service Responsibility of Broadcast Licensees" was released today by Little, Brown & Co. [Closed Circuit March 18] under the title of *Radio's Second Chance.*

The book, a 276-page volume selling at $2.50, is written in penetrating prose by Charles A. Siepmann. It represents, if nothing else (and actually it represents much more), a legible and understandable presentation of the arguments purveyed in the 139-page FCC report of March 7.

This is a strange paradox, that it should be legible and understandable, inasmuch as Mr. Siepmann wrote not only the book, but the Report. That he could contrive such a clearly enunciated prospectus as *Radio's Second Chance* and at the same time have authored such gobbledygook as the FCC opus is high tribute to his versatility in letters.

But there is enough in *Second Chance* to identify it as having come from the same mold as the FCC Report, although it may shine more brightly for having been burnished in Mr. Siepmann's Ivory Tower.

BBC to FCC

Radio's Second Chance is a measured and cautious attack on American radio; not on the American system of broadcasting, mind you, but rather on the ills the author views as having emerged from this system. Out of fairness to those who will read it and judge its merits, the manner of its emergence should be chronicled.

Mr. Siepmann is British born. He came to this country in 1937, after having served about 11 years as a program executive of the British Broadcasting Corp. He was brought to the U.S. by the Rockefeller Foundation to observe and report on educational broadcasts in state universities. Later, in 1939, he served as visiting instructor at Harvard U. In 1941, he joined the Office of Facts and Figures in Washington and continued with that agency when it became the OWI. In the latter, he became a consultant to the Oriental Section of the Overseas Division.

In July, 1945 [BROADCASTING, July 30, Aug. 6, 1945] Mr. Siepmann was retained as a special assistant at the FCC. His assignment there lasted about a month. At that time, he had assembled about one-third of the material that was to comprise *Radio's Second Chance.* His duties at the FCC were carefully shrouded by the Commission's press department and by the Commissioners themselves. Mr. Siepmann himself was uncommunicative, under instruction as a matter of fact to discuss his assignment with no one. One member of the Commission did tell BROADCASTING at that time, in an expansive moment, that the former BBC authority was in truth preparing a treatise on the "philosophy of FCC regulation."

"We have never had a précis on the direction regulation has taken through the years," this Commissioner said. "Mr. Siepmann, a trained research expert and writer, is undertaking the assignment."

What Mr. Siepmann actually was doing now is public record. He was laying the groundwork for the FCC program report. Incidentally, as he acknowledges in the preface to his book, he was enriching his store of knowledge upon which *Radio's Second Chance* was to be based.

Coincidence?

During his Commission activity, Mr. Siepmann was paid at the rate of $8000 per annum and $6 per day. The propriety of permitting his examination of FCC records, which are closed to the press and to licensees, and subsequently basing a book upon his discoveries would be best left to the conscience of the commissioners—and to Congress. At all events, it is in this manner that the book, *Radio's Second Chance,* was written. And fie upon him of such naivete that he would not remark the curious coincidence that the book is published within three weeks of the Report's release.

But of the book itself.

Radio's Second Chance is written with clarity, with forcefulness and with evident honesty. Mr. Siepmann believes, by his own testimony, in America's system of broadcasting.

"I do not advocate or anywhere imply that the United States would do well to adopt the British system (of broadcasting). We certainly should not."

That, also, is from the preface. It is accompanied by a profession that Author Siepmann, who now is an American citizen, does not believe "criticism implies dislike." Of American broadcasters, he also says: "They have always given us better entertainment than radio offers in any other country in the world, and of this they are justly proud."

Having thus defined his attitude, and lain bare his motives, Mr. Siepmann proceeds to roll up his sleeves and wade with disarming

(Continued on page 27)

Blue Book Ghost Writer Gets Sponsor After Sustainer for FCC

Siepmann Gets New Job

CHARLES A. SIEPMANN, author of *Radio's Second Chance* and former FCC aide, has been named to a full professorship at New York U. and made director of the University's Communications Center.

Mr. Siepmann presently is engaged in a special assignment at UNRRA in Washington which, he expects, will occupy him until May 1. He will report to the University within a few weeks of that date.

As director of the Communications Center, Mr. Siepmann will have charge of University activity in radio, motion pictures, newspapers and all other media of communication.

Mr. Siepmann

Columbia U. Social Research Bureau Calls Meeting to Discuss 'Blue Book'

FOR a "detached discussion of the important problems involved" in the FCC program report [BROADCASTING, March 11], Columbia University's Bureau of Applied Social Research has called a conference for April 13-14 in New York.

Under directorship of Dr. Paul F. Lazarsfeld, head of the Bureau, discussion of radio's responsibilities will be attended by leading industry representatives, including two former FCC chairmen, Paul Porter and James Lawrence Fly; FCC commissioners and lawyers, NAB representatives, network and local station executives and representatives of several universities.

Meeting will start at 11 a.m. Saturday, April 13, in the Club Suite of the Hotel Commodore.

Those planning to attend include: Carl W. Ackerman, dean, School of Journalism, Columbia U.; Theodore Andrica, nationality editor, Cleveland Press; James R. Angell, NBC; Joseph Barnes, N. Y. Herald Tribune; Theodore Blegen, dean, Graduate School, U. of Minnesota; Edward Brecher, Metropolitan Broadcasting Co., Washington; Lyman Bryson, CBS; Robert D. Calkins, dean, School of Business, Columbia U.; Ralph D. Casey, director, School of Journalism, U. of Minnesota; Hadley Cantril, Princeton U.; Harwood L. Childs, Princeton; Robert Glass Cleland, Huntington Library; Thomas R. Carskadon, Civil Liberties Union; Wayne Coy, WINX Washington.

Lloyd O. Coulter, McCann-Erickson; Gardner Cowles Jr., president, Cowles Broadcasting Co., Des Moines; Commdr. T. A. M. Craven, WOL Washington; John Dollard, Yale U.; Bernard C. Duffy, BBDO; Comr. C. J. Durr, FCC; Sydney M. Kaye, New York attorney; Edgar Kobak, president, MBS; Harold D. Lasswell, Yale U.; Anton Leader, president, Radio Directors Guild; Thomas Lewis, Young & Rubicam; William B. Lewis, Kenyon & Eckhardt; Robert S. Lynd, Columbia U.; Robert D. Leigh, executive director of Commission on Freedom of the Press; Carl N. Llewellyn, Columbia U.; Peter Lyon, president, Radio Writers Guild; Robert MacIver, Columbia U.; Arthur W. MacMahon, Columbia U.; Margaret Mead, New York; Justin Miller, president, NAB;

Paul W. Morency, WTIC Hartford; Morris S. Novik, New York public service consultant; Elmer Ellis, vice president, U. of Missouri; Mark S. Ethridge, publisher, Louisville Courier-Journal; Douglas Freeman, Richmond News Leader; Franklin Fearing, U. of Calif.; James Lawrence Fly, New York lawyer; Carl J. Friedrich, Harvard U.; Jack Gould, N. Y. Times; Lester Granger, National Urban League; Emily Holt, executive secretary, AFRA; J. K. Howard, U. of Montana; Gen. Counsel Rosel H. Hyde, FCC; Theodore Streibert, WOR New York; Sol Taishoff, BROADCASTING; Harry E. Terrell, Western Policy Committee; Hugh B. Terry, KLZ Denver; Niles Trammell, NBC president; I. Keith Tyler, Ohio State U.; Rupert Vance, U. of N. C.; Comr. Ray C. Wakefield, FCC; Walter Prescott Webb, U. of Texas; C. Maurice Wieting, Natl. Council Farmers Cooperative; A. D. Willard, executive vice president, NAB; M. L. Wilson, Dept. of Agriculture; Mark Woods, president, ABC; Donald Young, executive director, Social Science Research Council; Fredrich S. Siebert, director, School of Journalism, U. of Illinois; Harry N. Plotkin, FCC; Russell Potter, director, Institute Arts & Sciences, Columbia U.; Paul A. Porter, OPA director; Robert K. Richards, BROADCASTING; George Rosen, Variety; Allen M. Sayler, radio director, United Auto Workers; Arthur M. Schlesinger Jr., Harvard U.; Wilbur Schramm, director, School of Journalism, U. of Iowa; G. Richard Shafto, WIS Columbia, S. C.; Charles A. Siepmann, UNRRA; Dallas Smythe, FCC; Frank N. Stanton, CBS president; Mark Starr, International Ladies Garment Workers Union; Samuel Stouffer, Harvard U.

Swift Places in 25

SWIFT & Co., Chicago (ice cream), will begin sponsorship of a spot campaign in 25 markets effective May 6. Contracts will be for 13 weeks and placed through Needham, Louis & Brorby, Chicago.

Ford Campaign

FORD Dealers Fund inaugurated a one-minute spot announcement campaign on April 1 and April 8 on more than 100 stations throughout the country. Additional stations are contemplated. Contract for 13 weeks was placed through Maxon Inc., New York.

WKY
OKLAHOMA CITY

has everything

AN ADVERTISER NEEDS TO DO A SELLING JOB IN OKLAHOMA

FREQUENCY

POWER

FACILITIES

PROGRAMS

KNOW-HOW

But the greatest of all is

LISTENERS!

WKY

930 KILOCYCLES—NBC AFFILIATE—OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN—KVOR, COLORADO SPRINGS KLZ, DENVER (Affiliated in Management)—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WMT Serves One-Fourth of all U. S. Grade A Farm Land*

...With Farm Programs That Have REAL Farm Appeal!

An audience of thousands of farm families who rank far above the national average in income and educational background is *served* with programs BUILT to meet their daily needs.

The WMT policy of spotlighting a farm idea, dramatizing the solution, then following it up until it is thoroughly sold, has developed a permanent farm following that makes WMT a MUST!

** The half-millivolt contour of WMT (5,000 Watts at 600 KC) includes nearly one-quarter of all the Grade A Farm Land in the U.S.*

Represented by KATZ AGENCY

MEMBER OF THE MIDSTATES GROUP

Group Discusses Joske Radio Study

Report in Looseleaf Form, Section at a Time

EXPERIMENT in the use of radio by a retailer conducted last year by Joske's of Texas, leading San Antonio department store, in conjunction with the NAB, was discussed Tuesday in New York at the first meeting of the NAB Joske Report Committee with a committee of representative retailers.

Group approved the plan to issue the report in looseleaf form, so that it may be distributed a section at a time and not held up until the whole report is completed. In a discussion of the preparation of the report, the retailer group advanced a number of suggestions as to what points would be most interesting to retailers, which will be of assistance in the writing of the report.

Attending the meeting were: Frank E. Pellegrin, NAB director of broadcast advertising; his assistant, Miss Lee Hart, who served as radio director of Joske's during most of last year; Russell A. Brown, vice president in charge of sales promotion of Allied Purchasing Corp., which controls Joske's among a number of stores throughout the country; James Keenan, vice president in charge of sales promotion of Joske's; Walter Dennis, radio and television director of APC; Willard H. Campbell, publicity director, Sibley, Lindsay & Curr, Rochester; May Stern of the sales promotion division of the National Retail Dry Goods Assn.; Walter Johnson, assistant general manager, WTIC Hartford.

Cecil Beaver, commercial manager of WOAI San Antonio, chairman of the NAB Joske's Report Committee, was unable to attend the meeting. Also absent were James V. McConnell, director of NBC's national spot sales department, chairman of the NAB Sales Manager's Executive Committee, and Lewis H. Avery, head of his own representative firm, who was Director of Broadcast Advertising for NAB at the time the Joske's experiment was undertaken.

Cleveland AAAA

CLEVELAND Chapter of the American Assn. of Advertising Agencies has announced election of Stanley Patno as Fuller & Smith & Ross president, for the ensuing year, and trustee. Other trustee named for a two-year term was John F. Davis, Griswold-Eshleman Co. In addition, Newton Cross, McCann-Erickson Inc., was chosen vice president; E. Theodore Morris, Meldrum & Fewsmith, secretary-treasurer; Horace G. Kerr, Bayless Kerr Co., retiring president of chapter, to continue as a trustee.

Radio Men Cited

Secretary of the Navy Forrestal and Capt. Kennedy.

Secretary Forrestal and Lt. Hidalgo

TWO REPRESENTATIVES from the radio industry were honored by the Navy March 29 for their war service. Capt. John A. Kennedy, USNR, president of the West Virginia Network (WCHS WPAR WBLK WSAZ) received the Legion of Merit from Secretary of the Navy Forrestal. He is now special assistant to Mr. Forrestal. Lt. Edward Hidalgo, released from the Navy, and former Washington counsel for RCA-NBC, was awarded the Bronze Star Medal for outstanding achievement as Air Combat Information Officer in Night Torpedo Bomber Squadron 90 attached to the *USS Enterprise*. He is also a special assistant to the Secretary.

Kennedy Citation

Capt. Kennedy's citation reads: "For exceptionally meritorious conduct in the performance of outstanding services to the Government of the United States while serving directly under the Vice Chief of Naval Operations. . . . As the head of various missions to visit major Naval establishments within and without the continental United States, he suggested corrective measures and reached agreements to eliminate prospective troubles and by his decisive judgment, sound counsel and foresight, rendered service of extreme benefit to the Navy Department. Tireless, diplomatic and professionally skilled in discharging the responsibilities of an exacting assignment, Captain Kennedy . . . relieved the Secretary of the Navy and the Vice Chief of Naval Operations of many exhaustive and time-consuming investigations. . . . His exemplary devotion to duty reflects the highest credit upon himself and the United States Naval Service."

the favorite—

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.

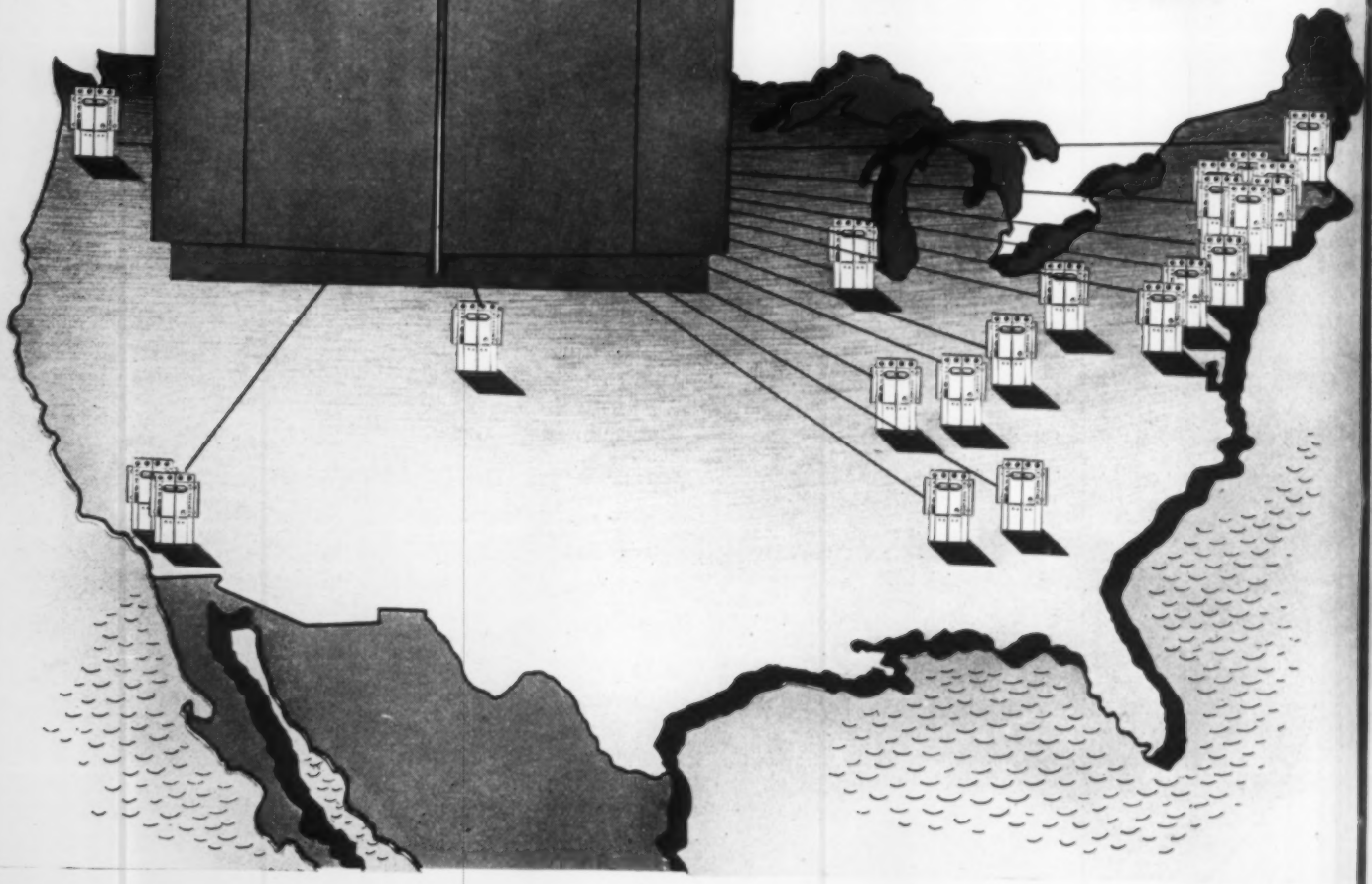
WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

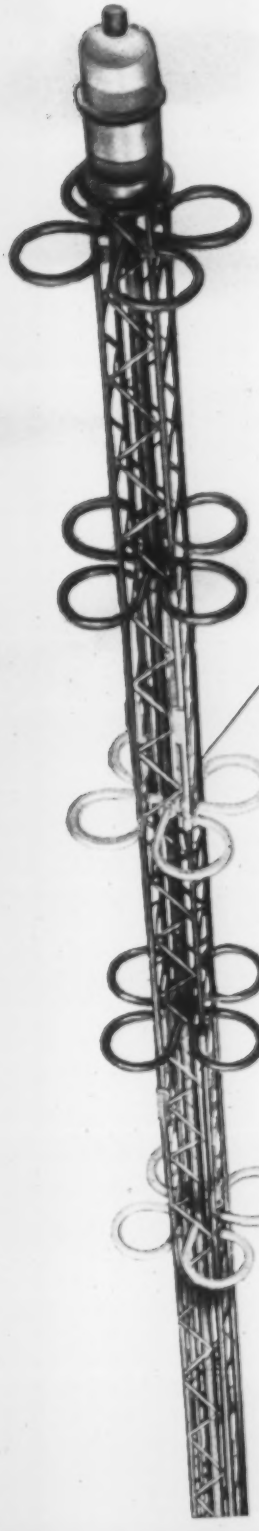
Western

FM TRANSMITTERS



Electric

now operating on the NEW frequencies



It's an old Western Electric custom . . . keeping equipment up to the latest standards.

We are completing the work of converting Western Electric prewar FM transmitters in the field to operate on the new frequency assignments. Many of them are on the air now. Special conversion kits were designed by Bell Telephone Laboratories and installed by Western Electric field engineers to provide this extra service to operators of Western Electric 503A-1 transmitters—thus relieving them of the conversion job.

In converting these transmitters, other improvements were added, making them equal in every respect to the new 503B-1 transmitters coming off the production line.

This is simply the latest proof that Western Electric fulfills its responsibilities to broadcasters.

That's worth remembering when *you* are ready for new transmitting equipment.

Western Electric

Distributed by GraybaR

NEW!

Western Electric

CLOVER-LEAF antenna for FM BROADCASTING

This outstanding new antenna, designed by Bell Laboratories, gives you high gain with a circular azimuth pattern. It rounds out the line of Western Electric equipment for FM broadcasting. For booklet giving full details, write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.—or get in touch with your nearest Graybar Broadcast Equipment Specialist.

Station WLAC Awards $500 Scholarship

Mayor of Columbia, Tenn. Uses WLAC To Help Settle Racial Disturbances

Red Cross Opening "Kickoff" Meeting Is Aired by WLAC

WLAC Cancels all Commercials to Collect 60 Tons of Clothing in Day

We believe that radio must fulfill its obligation to accept leadership in matters pertaining to the "public interest, convenience and necessity."

WLAC
NASHVILLE

WLAC Airs Governor's Inaugural Address

School Children Analyze News on Station WLAC

WLAC Heads County Cancer Fund Campaign

WLAC Describes First New Automobile to Arrive Since Before War

Giles County High Students Sing on WLAC Broadcasts

News Program on WLAC Secures Identity of Unknown Victims

Victory Garden Campaign Gets Network Impetus Via WLAC's "Dirt Dobber"

WLAC's Infantile Paralysis Campaign Program Carried on 6-Station State Net

Siepmann

(*Continued from page 20*)

candor into the fray. He does this for ten chapters, or rounds if the analogy pleases you—chapters in which he laments the inarticulate voice of the public; condemns broadcasters whose promises of program plans do not match their performance; mourns what he views as the passing of the local program before the tidal wave of the networks.

'Midas Touch'

He has much to say of money-changing in broadcasting's temples, charging that the desire of licensees for profit has diluted their determination to serve the public. In a chapter entitled "The Midas Touch," he develops this point with fervency, drawing generously upon a speech made by J. Harold Ryan, vice president of The Fort Industry Co. and former president of the NAB, at Omaha in 1945. On that occasion, Mr. Ryan lumped broadcasting stations in with "laundries, banks, restaurants, and filling stations. . ." Mr. Siepmann deplores such a classification in this fashion: "The reader deserves time out to ask himself into what new wonderland he has been spirited by this imaginative and fluent gentleman".

In Chapter I, entitled "The Air Is Yours", the author stresses the public's guardianship of the frequencies which are entrusted to broadcasters. It is from this premise that he strides through several pages of program analyses to his conclusion that the public is "a sleeping partner" and must be awakened to its obligation. He acknowledges that the public in some events appears satisfied. "'Get what you like or you will grow to like what you get'", is his thematic approach to the public's part in radio. If you grow to like what you get, you are in peril, Mr. Siepmann notes—for that, he says, is the road to Fascism.

And it is in Chapter I, too, that he expresses in a line the fundamental tenet to which he holds throughout: "The Commission has no control over the selection or content of radio programs before the event. . . ." It is within the context of this theory that battle rages now over the March 7 communique of the FCC. Has the FCC such right BEFORE OR AFTER the event? But that Mr. Siepmann should hold to such belief is not strange for did he not, full-bodied ghost that he is, touch lip to each chalice?

Inconsistencies

In Chapter II, Mr. Siepmann indicts the American broadcaster for setting aside local programs in favor of network productions. This he calls a "Betrayal of Trust". He employs liberally charts and graphs to demonstrate his point, and uses as special examples KIEV Glendale (one of the cases used also in the FCC Report) and WMFG Hibbing, Minn. There emerges here also the new definition of a locally-originated news program as a "wire service" program, a categorizing likewise set forth in the Report.

With some inconsistency, in a later chapter aimed at networks, Mr. Siepmann underlines the fact that *Labor for Victory*, a network program, was offered on a network of 104 stations and carried by only 35. What he does not determine, and it is here that his case lacks substance, are the types of local programs which supplanted *Labor for Victory* in those areas where the network production was not accepted. On one hand he deplores the "vanishing" local program, and on the other hand he wonders that affiliates do not use their time for a national production.

On the highly controversial issue of what should be done about controversial issues, Mr. Siepmann argues that the station licensee has the primary responsibility to weigh such program matters. He cites the Mayflower decision and the UAW-CIO petition against WHKC Columbus, both celebrated cases of record. He proposes that stations and networks should have news analysts, but that they should be selected from a wide spectrum of thought so that programs will have a balance of all opinions—liberal, conservative, minority and majority.

Reechoes Durr

Mr. Siepmann devotes considerable space to the sale of stations under the sub-title, "Powel Crosley, Jr., Prepares to Die". This is a discussion of the purchase of WLW Cincinnati and other broadcasting subsidiaries by the Aviation Corp. of America. Mr. Siepmann takes issue with the majority viewpoint that the transfer should have been granted, and in that instance—as in many others—he breaks common bread with Comr. C. J. Durr.

Perhaps most startling among the chapters of *Radio's Second Chance* is No. VIII, which is entitled "Washington's No. 1 Whipping Boy—The FCC". In this essay, Mr. Siepmann holds that the broadcasters are tyrants, the public is made up of voiceless peons and the FCC gets 20 lashes at the whipping post every time a Commissioner yawns. The Commission, by default, has sacrificed its proper controls over broadcasting, he asserts.

Thus does Mr. Siepmann arrive at his conclusion. He has avowed that there is little hope for improvement of radio at the hands of those who are its trustees. He envisions slight relief by action of the Commission, which he pictures as a timid and retiring rabbit whose nose twitches nervously at the sight of a Congressman. Where lies hope?

Radio's Second Chance lies in FM, says Mr. Siepmann. There will be more radio stations with FM, he avers. In this prayer that removal of limitations on the spectrum will emancipate broadcasting, Mr. Siepmann is joined by most of those in radio today. But in the avowal that even such broad development as is envisioned under FM will bring relief, he does not depart from the contention of the FCC Report that the Commission should be watchdog over programming. And should he? Did he not write the Report?

Again 'Report' Plan

Mr. Siepmann proposes, for popular consumption as he did for licensees, that a body of critics be developed. He suggests as well that a new publication—for the listener—take form. His plan is the Report plan: awaken public criticism against radio, if that is possible; let the FCC do the rest through program review.

No comment on *Radio's Second Chance* made here is intended to be prejudicial against Mr. Siepmann, who is an honorable man bent upon his own high designs. But comment will be labeled as prejudicial—can be and should be—against the manner in which the book emerged from the cloistered chambers which gave it birth. Inevitably it must be asked—is Charles Siepmann its father or is he a midwife who stood in patient attendance at the bower of Clifford J. Durr?

Radio's Second Chance should be read by all broadcasters. It presents a problem in sincere words, though hardly with utter detachment. There will be those who may contest its conclusions. If it does nothing else, it offers in understandable language, with illustrations, the text of the FCC program report.

Mr. Siepmann calls upon a quotation from Lord Acton to illustrate his meaning about the sins of American broadcasting: "Power corrupts; absolute power corrupts absolutely."

We can do no better than to offer, from William Shakespeare's *Henry IV*, Part I: "And now I will unclasp a secret book and, to your quick conceiving discontent, I'll read you matter deep and dangerous."

Hooper Change

INCREASE in the number of communities surveyed "continuously" by C. E. Hooper Inc. and in the frequency of listener reports has reduced the need and the demand for special surveys to the point where "it is no longer economic" for the company "to maintain either of the special field or tabulating staffs at the previous level," company reported last week. Accordingly, for special surveys outside 32 Hooper checking cities, company is asking four-week advance notice effective May 1 when a rate increase for surveys requiring special routine of training and supervising interviewers also goes into effect.

BROADCASTING IN THE PUBLIC INTEREST

For many months our Program Department has been besieged with calls from discharged vets, with aspirations to be radio actors and announcers asking where they can go to be heard on the air by persons in a position to hire such talent. To concretely aid these men (and women too) in this regard, KFI's Program Director, Don McNamara, has launched an unlimited series of non-commercial programs entitled "G.I. THEATRE" to air every other Thursday at 11:30 p.m. Ex-G.I.'s announce and enact the dramatic roles in scripts that have been written by America's leading radio writers. Hollywood producers are notified of the personnel appearing on each program prior to its airing. Al Poska is in charge of the bi-weekly auditions held at KFI on Thursdays at 7:00 p.m.

A SWITCH IN ROMANCE

The participating program headed by Ronny Mansfield on KFI daily at 9:45 a.m. has been replaced by "LADIES DAY" starring Bob Mitchell and Bill Stulla. The new series (sold in the same fashion) offers our feminine audience soothing organ music by Mitchell and whimsical patter by Stulla instead of the dreamy ballad singing for which Mansfield is nationally noted.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

WLAW

NOW 5,000 WATTS - 680 KC

BASIC STATION-AMERICAN BROADCASTING COMPANY

GRANTED

*** 50,000 WATTS**

Will Have BOSTON Studios

Present Studios at Lawrence and Lowell, Mass.

It's the Best Buy in New England

Contact

WEED & CO.,

National Representatives

For CHOICE STATION TIME and SPOTS

* FCC HAS APPROVED CONSTRUCTION PERMIT

LONDON LETTER—By William Pingrey

BBC Shortwaves Broadcasts Three Times Daily to Soviets

BBC commenced broadcasts to the Soviet at 4:45 p.m. Sunday, March 24, in the first Russian language programs ever beamed directly to the USSR according to BBC.

First half hour program played Russian music and described what the future programs would consist of, namely entertainment and an objective news report.

The broadcasts will continue three times daily at 4:45 p.m., 7:45 p.m. and 4:30 a.m. (GMT). Programs will be heard in Moscow during the evening and just before the Russian listener goes to work in the morning. There is three hours time difference.

Although the BBC schedule is far less than that broadcast by Moscow Radio in English, the British press commented that it would help to explain Britain's position in foreign affairs. The *London Daily Herald*, outspoken supporter of the Labor government, said it was started "as a consequence of the distortion of British News in the Soviet Press" and on the radio.

* * *

BBC television department is pushing plans to televise the Victory Parade June 8, the Derby and other sporting events this summer, such as the Wimbledon tennis matches.

* * *

Government departments, radio manufacturers and scientists are deciding on who is entitled to royalties on radar devices, reports the *Evening Standard*.

Sir Robert Watson-Watt holds several pre-war patents but it is not known if any of them is an effective master patent of the basic idea of radar. If he were to be awarded royalties of only one tenth of one per cent of the value of British wartime radar, he would receive about $200,000, says the *Standard*. In addition, Sir Robert might be entitled to a similar sum from the United States.

If any royalties are paid on radar, they will go to the patent holders, who include the government, individual scientists and manufacturers.

Also being discussed is the question of royalties for radar from America. The *Standard* concludes: "It is possible that the wartime practice of ignoring patents until victory will mean that all royalties including those from America, will be waived."

* * *

High Frequency Direction Finding (HF/DF) played a major role in the sinking by the Allies of 900 German submarines during the war, it has been announced in London. HF/DF, a well-kept war secret, intercepted radio signals from U-Boats to Germany and plotted the sub's location, enabling warships to race to the area and drop depth charges. The radio devices were fitted on convoy escort vessels early in the battle of the Atlantic.

* * *

The Board of Trade announced it had sold $120,000 worth of radios and $160,000 worth of radio tubes in the disposal of government-owned surplus civilian stores acquired during the war.

* * *

This is a ghost story!

Recently the BBC announced that it wanted to do some broadcasts from haunted houses that contained noisy ghosts who wailed, banged doors and threw things. Many offers of nearly every kind of spook came in the return mail. One woman stated her house was haunted by a ghost that talks like an announcer and might "announce the nine o'clock news."

* * *

The strike at Cossor radio factory ended last week with 2,800 employes returning to production lines without getting the two penny (four cents) an hour raise demanded for women workers. An 11-point demand, including the wage increase, was put before the management for further actions.

* * *

Dr. F. B. Llewellyn, president of the Institute of Radio Engineers of America, was scheduled to pay tribute to the work of British scientists and engineers in the radar field at a 3-day convention in London the week of March 25. Meeting was arranged by Institute of Electrical Engineers.

* * *

Forces Favorites, a service of the BBC Overseas department especially for British troops, ends this month. It was started in the fall of 1941 after three officers wrote from Egypt that the existing broadcasts were not worth listening to. Since then the BBC has had more than a quarter of a million requests. Favorites were Bing Crosby, Vera Lynn, Dinah Shore, Ann Shelton and the Ink Spots.

* * *

SHORTS: Indicating British interest in American programs, Pye Ltd. advertises that its postwar Model 15A will pick up overseas programs and "on the short wave band the majority of the American and Canadian stations make really entertaining listening" . . . Manufacturers have promised more radio sets in April but say it will be another year before customers can get the model of their choice without waiting for an order to be filled.

APPROVAL by President Truman of a 5 billion dollar appropriation bill for independent U. S. agencies killed plans for a West Wing addition to the White House. The addition would have contained a radio-television studio.

Rise in Advertising Predicted in Survey

NRDGA Study Says Radio To Increase in Ratio

IF AN AMPLE supply of consumer goods is available during the coming year, the total advertising expenditure of retailers will be increased over that of 1945 with radio continuing to gain in its proportionate share, the third annual survey of the National Retail Dry Goods Assn. reports.

Of 171 representative stories answering the survey questionnaire, each plans to increase its 1946 advertising budget for radio by 0.7%, the average indicates, while reducing newspaper expenditure by 1.7%. Direct mail stands to gain an average of 1.1%.

Replies from large and small stores alike in the U. S. and Canada show that over half of the retailers are more favorable to institutional copy than previously and are pleased with results obtained during the war. The survey shows that retailers hold a decidedly strong preference for brand promotion and that they would use brand advertising in 1946.

Regarding new lines to be developed and handled by stores the survey shows that many are interested in appliances. Home furnishings follow in second place while children's and infants wear come third and sporting goods fourth.

According to custom, *Editor and Publisher* collaborated with NRDGA in the survey.

HOGE GETS NEW NBC CENTRAL SALES POST

EUGENE M. HOGE last week was named assistant manager of NBC Central Division network sales department. Post has been vacant since March 1 when William W. Weddell resigned to become vice president of Leo Burnett Co., Chicago.

Mr. Hoge has been connected with NBC since June 1929, when he was assigned to network sales. Within a year he had been appointed assistant to the vice president and night manager of Central Division offices. He was transferred to the NBC owned and operated station, KOA Denver, early in 1932 to become station sales manager, returning to the network sales department in Chicago in the fall of 1933.

Mr. Hoge's current network accounts include Brown & Williamson Tobacco Corp.; Pepsodent Division of Lever Bros.; Carnation Co.; International Harvester; and W. A. Sheaffer Pen Co.

FIRST assignment of conditional FM grant was made by FCC March 28 with approval of transfer from Frank R. Pidcock, owner of WMGA Moultrie, Ga. Assignment was from father to son, in line with earlier transfer of standard station. No consideration was involved. Transfer of conditional FM grant from Monroe B. England to Western Massachusetts Bcstg. Co. is pending along with assignment of WBRK Pittsfield by Mr. England for $150,000 to Western Massachusetts [BROADCASTING, Jan. 28, Feb. 11].

Global Radio-Cable Network Proposed

Government-Industry Cooperation In Explaining American Way Asked

WHAT should be the U. S. role in international communication and information services? Ways to accomplish mutual understanding between peoples of this nation and those of foreign countries were proposed last week in the first report from the Commission on Freedom of the Press, which was created to study the freedom, functions and responsibilities of radio, newspapers and other media.

By FRED W. SAMPLE

A GLOBAL telecommunications network formed by merging U. S. cable and radiotelegraph communications companies and joining them with government facilities, and a nonprofit federation of U. S. international broadcasters were proposed last week in the first report from the Commission on Freedom of the Press.

Two members of the staff of the Commission, which operates under a $100,000 grant made by Time Inc. to the U. of Chicago, made the proposals as means of implementing "general recommendations" announced at the same time by the Commission in a three-page statement preceding the staffmen's 122-page report, titled *Peoples Speaking to Peoples.*

Covering proposals for the U. S. role in postwar international communications, the report was written by Llewellyn White, former chief of the News and Features Bureau of the Overseas Branch, OWI, and Robert D. Leigh, former director of Foreign Broadcast Intelligence Service for the FCC and chairman of the United Nations Monitoring Committee.

Specific recommendations submitted by Messrs. White and Leigh to supplement the Commission's general recommendations were not passed upon by the Commission but were presented, it was explained, "for public discussion and the serious consideration of the persons and agencies framing policy in this field." They include:

1. Immediate formation "by all those American companies interested in international voice broadcasting of a nonprofit, nonexclusive federated association" similar to U. S. International Book Assn. to be headed by a nonindustry executive authorized to allocate program time to the constituent companies and to enforce compliance with a voluntary code of standards covering program material and advertising. If this fails, said Messrs. White and Leigh, "the only alternative would seem to be direct government programming and management of all international broadcasts."

2. That all U. S. cable and radiotelegraph communications companies (with specific exceptions) be merged, "voluntarily if possible," otherwise by Congressional act, and "joined with government facilities not needed for direct military purposes to establish a global telecommunications network, to handle commercial, military, diplomatic, press, and voice-broadcasting traffic." Regulation of the merged corporation would be by Government ownership of controlling stock with statutory limitation of dividends on privately held stock; or by private ownership of all stock, with regulation of rates and service "assigned to the federal regulatory authority."

3. Inclusion of a multilateral covenant in the United Nations agreements with provisions including: Equality of access to sources of information; organization of news correspondents corps in all principal news centers, with correspondents required to join; posting correspondents on such censorship rules as may be in force; labeling by all governments of all media owned and/or operated by them and all products issued by them in international communications; no arbitrary or unreasonable discrimination by governments against foreign radio programs, periodicals or motion pictures; creation of an autonomous unit in the United Nations Economic and Social Council to study operations under the multilateral treaty, suggest changes and report violations.

Proposals in Detail

The proposals of Messrs. White and Leigh, which included formation of nonprofit federations not only in radio but in the fields of newspapers, books, magazines and motion pictures, went into greater detail than the "general recom-

(*Continued on page 34*)

STOVE-BUILDING brings dollars to the NASHVILLE area!

Building stoves, heaters and other sheet metal goods adds millions of dollars to the value of industrial products made in the NASHVILLE area . . . Stove-Building is only one of the many long-established industries whose hundreds of workers are a part of the more than one million people living in the NASHVILLE trade area. . . . Your quality products can share in the more than 350 million dollars spent yearly in the retail stores of this area—with a sales message broadcast economically over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three:
Market, Coverage, Economy

•

AMERICAN
MUTUAL
5,000 Watts — 980 K.C.

Represented Nationally By
THE KATZ AGENCY, INC.

RADIO'S BIGGEST POINT-PER-DOLLAR VALUE

NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

"BOSTON BLACKIE"

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures' Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

Write, wire or phone for sensational rating history and audition discs.

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. HOLLYWOOD

BOSTON BLACKIE • FILMDOM'S MOST LOVABLE SLEUTH

How to buy an FM TRANSMITTER

RCA's new "add-an-amplifier" designs help you cut costs today, make power increase easy tomorrow

THE matched units which make up RCA's new line of FM transmitters are *all the same size* (25 by 25 by 84 inches) —a big help in reducing installation problems and expenses.

Each unit is relatively light and can be easily handled by two men using a small "dolly" or hand truck. They can be taken through an ordinary door or carried up on a passenger elevator.

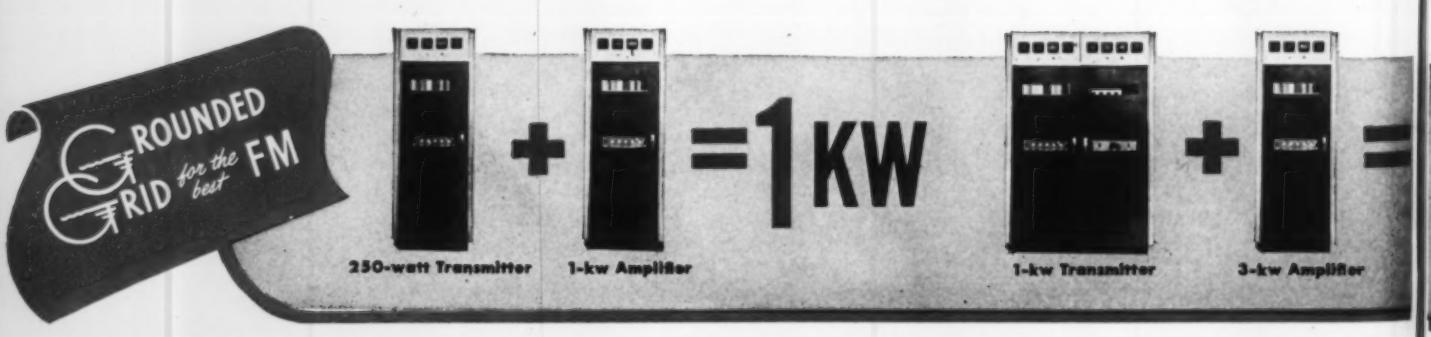
As indicated below, higher power units can be easily added at any time without making any of the original equipment obsolete, and without spoiling the transmitter's unified appearance. Thus you can get your FM station started *now*—even if you do not know what your ultimate power requirements will be.

A new-type, hollow base frame provides space for inter-unit wiring, and eliminates the need of wiring through units or conduits in the floor.

New "Direct FM" and "Grounded Grid" circuits (simpler and more stable than any heretofore employed) offer other advantages such as easier tuning, smaller, less-expensive tubes, lower operating costs, less distortion, and better frequency response.

We believe that these FM transmitters are the finest ever offered to broadcasters. Write today for full information. Radio Corporation of America, Dept. 18-DI, Engineering Products Department, Camden, N. J.

The new RCA 10-kw FM transmitter, showing how the equal-size units fit together. Curved end pieces and continuous trim strips (not shown) add to transmitter's unified appearance.



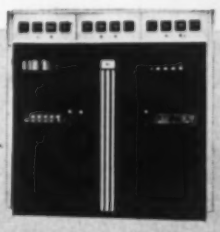
with an eye to the future . . .

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

3 KW

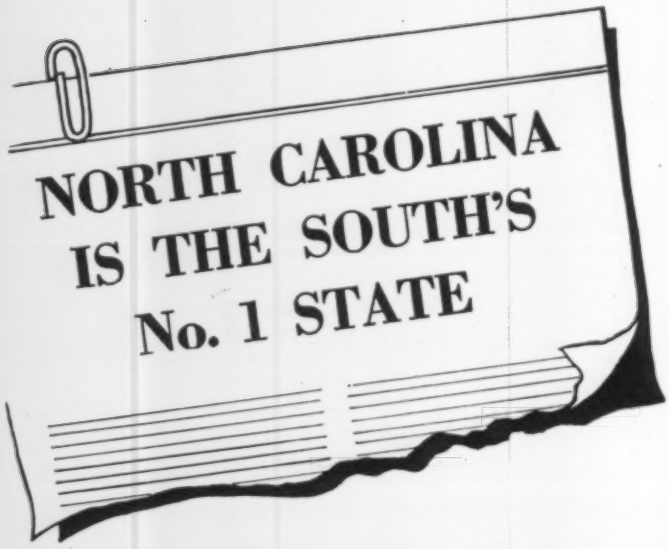


3-kw Transmitter

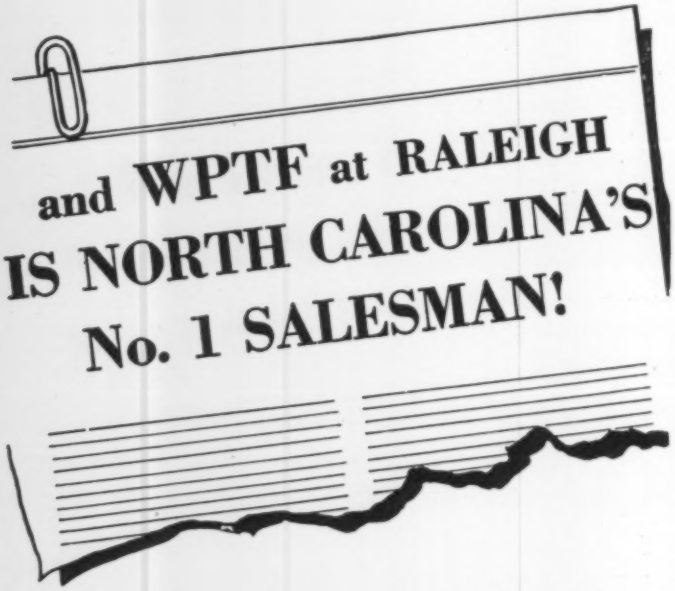
+

10-kw Amplifier

= 10 KW



Whether you're seeking urban or rural markets in the South, North Carolina has what you want. In value of manufactured products North Carolina exceeds the average of the nine other Southern states by nearly 200%; in cash income to farmers by nearly 100%. North Carolina is the *best* State in the South—and your best prospect for productive radio advertising.



With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Global Network

(*Continued from page 30*)

mendations" of the Commission.

The latter felt that "private industry should be looked to in ordinary course to disseminate through commercial channels the words and images necessary to a truthful and comprehensive representation" of the U. S., but proposed establishment of a committee representing government and the international communications industries "at an early moment" to provide for "supplementary dissemination" to areas where provision of adequate commercial coverage may not be profitable, possible or proper.

This committee, said the Commission, should first attempt "to secure the required supplementary dissemination . . . by inviting the participation of private industry on a noncommercial (i.e., public service) basis or through the agency of nonprofit societies, corporations or foundations. . ." If that fails, the Commission continued, "the committee should request government, which should be adequately staffed and prepared for the purpose, to undertake the dissemination needed."

Messrs. White and Leigh declared that broadcasters face a long period of uncertainty unless some solution to the dilemma faced since the liquidation of the OWI and OIAA is offered "by July, 1946 at the very latest," and decried the dismantling of powerful shortwave relay stations used during the war to reach Europe and Africa.

International Proposals

The proposals of Messrs. White and Leigh for an international shortwave broadcasting system, it was pointed out, were based upon the following assumptions:

"(1) That maintenance of an adequate program of international broadcasts from the U. S., at least for the next few years, perhaps permanently, need not be so extensive as that necessary for wartime overseas propaganda needs—perhaps 40-50% of the 1944-45 OWI and OIAA expenditures for shortwave voice programming.

"(2) That advertising of a proper and dignified kind suitable for international broadcasts will not readily support even so moderate a total expenditure.

"(3) That the present advertising-commercial control of programming in the domestic field is quite unsuitable in the international field.

"(4) That the scarcity of frequencies available for shortwave voice broadcasting and the complex scheduling of facilities necessary for sending programs to groups in different parts of the world, in different time zones and with varying listening habits, dictates operation of American shortwave voice broadcasts under a single control and unified plan.

"(5) That either government subsidy of an entity operating in the public interest, or full government operation and programming is necessary.

"(6) That subsidy, not involving specific program control, to an organization of existing private broadcasters, subject to its own responsible central control of program and policy and with periodic review of operations in the public interest as a condition of relicense, would most adequately meet the requirements for financing, for program quality, for political independence, and for the public interest."

The plan would provide for government subsidy in the form of low rental of existing government owned and operated physical facilities, and for broadcast of government sponsored programs such as "now appear on the domestic radio."

Government censorship of individual scripts or programs would be prohibited by statute, "*as with domestic radio at present.*"

Subject to Review

The individual companies comprising the federation would, however, be subject to periodic license renewal by the FCC, and there would be definite provision for general review of the performance of each licensee and its compliance with the federation code and other regulations required in domestic licensing.

The authors of the report addressed their proposals for merger

(*Continued on page 38*)

VIRGINIA STRIKE

Richmond Stations Cover Power Walkout Threat

RICHMOND stations provided on-the-spot coverage of last weekends labor crisis when the Virginia Electric Power Co. employees strike threat was averted by conscription proclamation of Gov. William H. Tuck.

After settlement of strike, WRVA carried an exclusive address of Gov. Tuck from its studios, according to station spokesmen, in which the governor honorably discharged all VEPCO employees from the state militia. Previously Gov. Tuck had drafted workers into militia and assigned them to power jobs to prevent walkout. WRVA had set up a state network to be used in the event strike did come off and had readied its own emergency power plants at transmitter and studio for possible use.

WMBG covered the day-long conferences March 30 between IBEW and VEPCO officials, flashing latest developments by telephone to the station news room. When the proclamation order was issued, WMBG's representative got one of the four copies of the stipulation, according to WMBG spokesmen, and enabled the station to give first broadcast of the decree at 5:30 p. m. with complete details at 6 p. m. WMBG also kept NBC Washington informed of developments and sidelights of the crisis that wire services did not give.

Mercury, Messengers and Markets

● Mercury was probably the original busy businessman of mythology. Besides operating a herald and messenger service for his fellow deities, he held a full time job as the god of Commerce. His caduceus or winged staff and sailing ship were the symbols of his many duties.

In Baltimore, the letters W-C-B-M are the modern symbol of Commerce. They stand for a radio station that, like Mercury, acts as a messenger for you, carrying the story of your product to a highly profitable proportion of the Baltimore Market. For results that count, make WCBM your Baltimore messenger.

Baltimore's Listening Habit

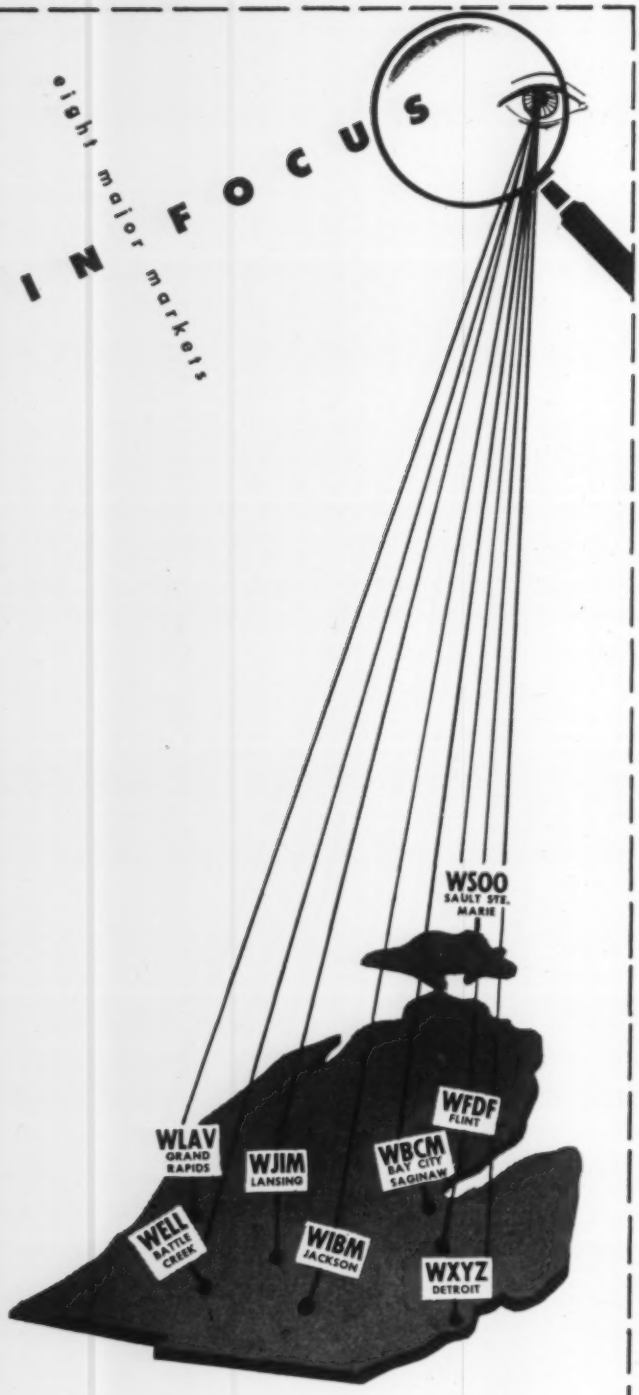
WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, *General Manager*



Tremendous prosperity created initially by war production and continuing now in reconversion places Michigan second to none as the most progressive and fastest moving market in the world.

Yes, the magnifying glass does make things much easier to see . . . And it is easy to see that through the Michigan Radio Network you are especially focused on the major radio markets of Michigan in the key centers of population. The Michigan Radio Network is specialized to cover 90% of Michigan radio listeners and to deliver your sales message to the big segment of buying power that often remains untouched by a single high-powered station.

The Only Way to Sell the World's Top Market is Through

THE MICHIGAN RADIO NETWORK

1700 STROH BUILDING • DETROIT 26, MICHIGAN

Represented by the Paul H. Raymer Company

TWO SURVEYS REPORT LEADERS

CAB Fall-Winter List Shows Popularity By Regions

Hooper Rates 'Fibber' First; 'McCarthy,' Hope Follow

A FALL-WINTER survey of program popularity in seven geographic areas of the U. S. by Cooperative Analysis of Broadcasting last week showed Walter Winchell was the most popular in two areas, *Fibber McGee & Molly* in two, Bob Hope in two, and the latter two programs tied for first in one area.

The report, covering September through December 1945, pointed up the wide differences in listening tastes of inhabitants of different sections of the nation. Winchell, most popular in two regions—the Middle Atlantic and South Atlantic—failed to place anywhere among top 10 programs in four sections—New England, the East North Central, West North Central and Pacific. *Fibber McGee & Molly* were no lower than third in any area.

Breakdown

Breakdown of program popularity by region follows:

NATIONAL RATINGS: *Fibber McGee & Molly* 22.8, Bob Hope 21.5, *Lux Radio Theatre* 19, Jack Benny 18.8, *Charlie McCarthy* 18.5, Fred Allen 18.2, Walter Winchell 16.4, *Mr. District Attorney* 16.1, Eddie Cantor 15.2, *Amos 'n' Andy* 15.1.

NEW ENGLAND: *Fibber McGee & Molly* 17.3, Jack Benny 17.2, *Charlie McCarthy* 16.8, Fred Allen 15.2, Joan Davis 14.1, *Vox Pop* 14.1, *Lux Radio Theatre* 13.6, *Aldrich Family* 13.3, Bob Hope 13.2, Lowell Thomas 12.5.

MIDDLE ATLANTIC: Walter Winchell 21.3, Jack Benny 21.1, *Fibber McGee & Molly* 20.5, *Lux Radio Theatre* 20.4, Bob Hope 20, *Charlie McCarthy* 19.8, Fred Allen 19.2, Eddie Cantor 16.2, *Mr. District Attorney* 15.8, *Kraft Music Hall* 14.7.

SOUTH ATLANTIC: Walter Winchell 21.5, Jack Benny 20.8, *Fibber McGee & Molly* 20.7, *Charlie McCarthy* 19.4, Fred Allen 18.7, *Amos 'n' Andy* 17.4, Burns & Allen 17.4, Bob Hope 15.3, Eddie Cantor 14.5, *Mr. District Attorney* 14.3.

EAST NORTH CENTRAL: Bob Hope 24.5, *Fibber McGee & Molly* 24.4, *Lux Radio Theatre* 22.1, *Screen Guild Players* 18.4, *Mr. District Attorney* 18.2, Fred Allen 17.5, Jack Benny 17.4, *Charlie McCarthy* 17.3, Eddie Cantor 16.4, *Amos 'n' Andy* 15.7.

WEST NORTH CENTRAL: *Fibber McGee & Molly* 27.1, Bob Hope 27.1, *Lux Radio Theatre* 21.2, Jack Benny 20.9, *Charlie McCarthy* 20.7, *Amos 'n' Andy* 20.4, Fred Allen 19.7, *Mr. District Attorney* 17.8, Eddie Cantor 16.2, Bob Burns 16.1, Joan Davis 16.1.

SOUTH CENTRAL: *Fibber McGee & Molly* 31.3, Bob Hope 24.5, *Amos 'n' Andy* 20, Jack Benny 19.5, *Mr. District Attorney* 18.9, *Charlie McCarthy* 18.7, *Lux Radio Theatre* 18.7, Walter Winchell 18.6, Fred Allen 18.4, Bob Burns 18.3.

C. E. HOOPER'S latest network ratings list *Fibber McGee & Molly* first among evening programs, *Charlie McCarthy* second and Bob Hope third.

The report showed average evening audience rating was 10, up 0.1 from the last report, and up 0.7 over the corresponding period a year ago. Average evening sets-in-use was 30.4, or 0.2 less than the last report and 1.2 more than a year ago. Average available audience was 80.2, up 0.3 from last report, up 1.9 from the same period a year ago.

Ratings were:

Fibber McGee & Molly 28.9, *Charlie McCarthy* 27.2, Bob Hope 27.1, Jack Benny 24.4, Fred Allen 24.1, Walter Winchell 23.9, *Screen Guild Players* 23.3, Bing Crosby 21.7, *Radio Theatre* 21.7, Red Skelton (computed rating) 20.8, *Mr. District Attorney* 20.8, Jack Haley with Eve Arden 18, Eddie Cantor 17.2, *Amos 'n' Andy* 16.9, *Great Gildersleeve* 16.8.

Hooperatings of leading programs 10 years ago were: Major Bowes 40.5, Burns & Allen 27.7, Rudy Vallee 25.8, Fred Allen 22.9, Jack Benny 22.4, *Amos 'n' Andy* 20.6, Bing Crosby 18.7, Boake Carter 18.7, Eddie Cantor 18.7, *Shell Chateau* 18.6, *First Nighter* 18.2, *Show Boat* 18.

Women Like *Hit Parade*

The latest report showed *Your Hit Parade* attracted the most women per listening set (1.54), *Boxing Bout* the most men (1.35), *Lone Ranger* most children (1.13).

Top 10 weekday program listed by Hooper were: *When a Girl Marries* 8.8, *Breakfast in Hollywood* (Kellogg) 8.7, *Breakfast in Hollywood* (Procter & Gamble) 8, *Romance of Helen Trent* 7.6, *Our Gal Sunday* 7, *Portia Faces Life* 6.8, *Ma Perkins* 6.7, *Aunt Jenny* 6.7, *Young Widder Brown* 6.6, *Pepper Young's Family* 6.5

Top 10 weekday programs eight years ago were: *The O'Neills* 9.1, *Woman in White* 8.4, *Little Orphan Annie* 7.8, *Road of Life* 7.7, *Mary Marlin* (Red) 7.7, *Myrt & Marge* 7.3, *Mary Marlin* (Blue) 7.3, *Dick Tracy* 7.2, *Jack Armstrong* 7.2, *Vic & Sade* 6.8, *Guiding Light* 6.8.

Among weekday programs *Portia Faces Life* had the most women listeners per listening set (1.33), *Metropolitan Opera* the most men (.61) and *Superman* the most children (1.45).

PACIFIC: Bob Hope 21.6, *Fibber McGee & Molly* 19.3, Fred Allen 16.6, *Charlie McCarthy* 15.9, *Great Gildersleeve* 15.1, *Sealtest Village Store* 13.9, *Screen Guild Players* 13.9, Abbott & Costello 13.5, *Lux Radio Theatre* 13.3, *Mr. District Attorney* 13.1.

"Jane Day's House" Is Home to Hoosiers

Gracious, capable Jane Day—WIBC Director of Women's Activities and a topflight talent staffer of Indianapolis' fastest-growing radio station—is the kind of hostess who makes people feel right at home and glad they came. Which explains why so many Indiana radio listeners gather at "Jane Day's House" from 9 until 9:30, five mornings a week . . . and why this program, consistently drawing from 1000 to 1500 letters a month, has never been without a sponsor in its five years on the air.

Also featured in dramatic roles on the afternoon "Newsreel of the Air," the versatile Miss Day is a valued member of a live talent staff whose every member is alive to the sponsor's commercial objective and well qualified to assist him in reaching it. So if you're out to sell in Indiana . . . you'll sell more and sell at a lower cost through the medium of a WIBC *live talent* show. There's an infinite variety of programs and performers to choose from and your John Blair man will be glad to assist you in selecting the winning combination. Ask him today.

JOHN BLAIR & COMPANY · *National Representatives*

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET
IN INDIANAPOLIS

Now look here, Mr. Timebuyer!

(or Miss or Mrs.—Bless your hearts!)

Have you seen any of the stuff we have been running that has to do with the WWVA Giant 50,000-Watt Finger that pokes around squarely in the heart of the world's Greatest Steel and Coal Belt? It rises up out of the extreme Northern panhandle of West Virginia to virtually weld our home state with Ohio and Pennsylvania. That's coverage for sure. No similar geographical boundary situation exists in the entire United States.

But what we started out to say was, we have prepared a folder that parades this Giant WWVA Finger and every timebuyer and advertiser should have a copy.

If you have not received yours write us or—

ASK A JOHN BLAIR MAN

Basic A-B-C Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

Global Network

(*Continued from page 34*)

of cable and radiotelegraph companies to Congress, the Department of State and the FCC.

Exempt from the merger would be a single tele-communications corporation devoted entirely to the transmission of press matter, and, "for the present," existing radiotelephone facilities.

By government control of policy or by government of the merged corporation, it was suggested that positive steps be taken to provide physical facilities (transmitters, cables, etc.) for multiple dot-dash and facsimile (including radiophoto) wireless transmission and direct international voice-broadcasting, so that these facilities, together with facilities separately furnished by the press-facilities corporation, "will cover every habitable part of the world."

Other Proposals

Other proposals were that the U. S. become a full member of the International Telecommunications Union and participate actively in efforts:

(1) To establish adequate registration, monitoring, and adjudication machinery to bring into full force the maintenance of an orderly observance of international frequencies assigned for all purposes on the channels appropriate for long-distance telecommunication.

(2) To establish bilateral agreements in the commercial cable, radiotelegraph, and radiotelephone fields designed to reduce rates and to eliminate discrimination as between people of different countries and as between sparsely settled and thickly settled parts of the world, to promote direct access and direct circuits and to foster, where applicable, the uniform rate principle.

(3) To consider the development of international machinery for the most economical and co-operative organization of international voice-broadcasting and multiple-address press transmission, including the possibility of setting up powerful regional transmitters for general use under the United Nations machinery.

(4) To encourage the development of an international broadcast station serving directly as an instrument of communication to nations of the world from the committees and councils composing the UNO.

It also was proposed that the U. S. become a full member and participate actively in inter-American telecommunications conference and conventions looking toward these same objectives.

Before the Commission concludes its study of freedom of the press, it will have reported on "Freedom of the Press—A Framework of Principle for the Twentieth Century," by Prof. William Ernest Hocking, of Harvard U.; "Government and Mass Communication," by Zechariah Chafee, professor of law, Harvard U.; "The American Radio" by Llewellyn White, assistant director of the Commission, summarizing radio's first quarter-century; "Freedom of the Movies," by Ruth A. Inglis, formerly of Smith College; and "The American Press and the San Francisco Conference," by Milton D. Stewart, of the Commission staff.

The U. of Chicago Press, which is publishing the findings of the Commission, said its report on American radio would be completed "sometime in June," and that the final manuscript is now being revised by the author, Mr. White.

NEW SERIES of Save-a-Life programs on KOMA Oklahoma City was inaugurated by Gov. Robert S. Kerr (l) of Oklahoma, who congratulated Kenyon Brown KOMA general manager, on 1945 series which won George Peabody Award. Programs are heard on seven-station state network.

Court Defers Hearing Of Suit Against Flamm

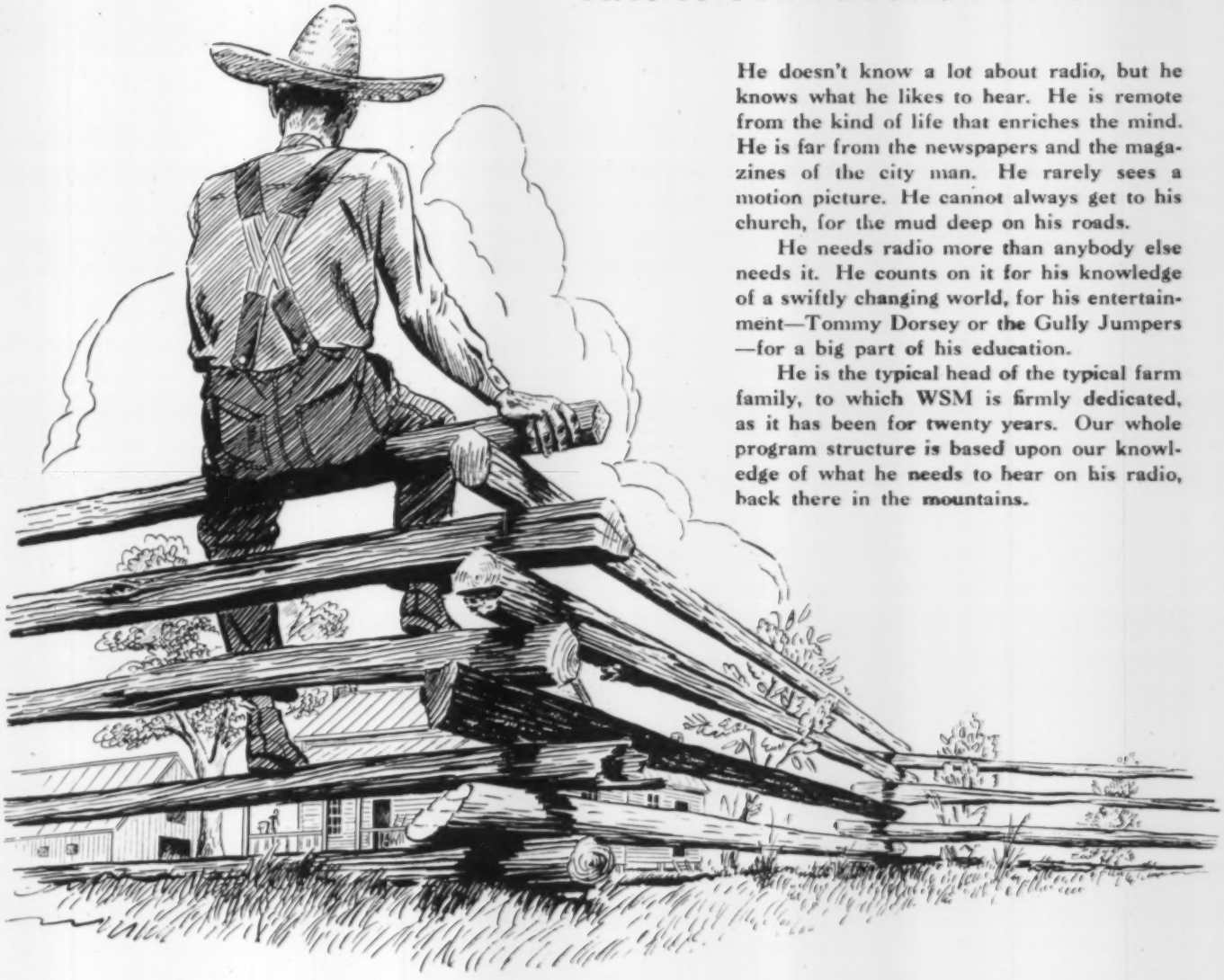
THE $1,000,000 libel suit brought against Donald Flamm, onetime owner of WMCA New York, by Edward J. Noble, chairman of the board of ABC, scheduled last week to be set for trial in New York Supreme Court, was postponed pending results of Mr. Noble's appeal from a $350,000 verdict which Mr. Flamm recently won [BROADCASTING, March 4].

Mr. Noble's $1,000,000 suit was originally brought in the form of a counter-claim appended to Mr. Flamm's suit which charged Mr. Noble with compelling Mr. Flamm to sell him WMCA by threats of political pressure. But Judge Denis O'Leary Cohalan severed the counter-claim and ordered it set for individual trial. Mr. Noble's appeal from the verdict awarding Mr. Flamm $350,000 also contests Judge Cohalan's decision to sever the counterclaim.

Gulf Renews

CONTRARY to reports elsewhere Gulf Oil Corp., New York, is not cancelling *We The People*, Sun. 10:30-11 p. m. on CBS but has renewed show effective April 1 until Sept. 15, show running through the summer. Agency is Young & Rubicam, New York.

THIS IS OUR PROGRAM DIRECTOR



He doesn't know a lot about radio, but he knows what he likes to hear. He is remote from the kind of life that enriches the mind. He is far from the newspapers and the magazines of the city man. He rarely sees a motion picture. He cannot always get to his church, for the mud deep on his roads.

He needs radio more than anybody else needs it. He counts on it for his knowledge of a swiftly changing world, for his entertainment—Tommy Dorsey or the Gully Jumpers—for a big part of his education.

He is the typical head of the typical farm family, to which WSM is firmly dedicated, as it has been for twenty years. Our whole program structure is based upon our knowledge of what he needs to hear on his radio, back there in the mountains.

HARRY STONE, *Gen. Mgr.*

DEAN R. UPSON, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

Dedicated to the task for more than twenty years, WSM is relieving the isolation of the rural families in its great listening area.

WSM
NASHVILLE

KANSAS CITY
IS A
K O Z Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Stanton Says All Agree Color Television Will Sweep Field

ADVERTISERS and advertising agencies are just as enthusiastic about color television as demonstrated by CBS as press and public have been, Frank Stanton, CBS president, told the FCC delegation who saw the demonstration last Monday. This is particularly significant, he said, because they are the ones who control the advertising appropriations to which television looks for support.

Mr. Stanton quoted H. W. Roden, president, American Home Foods Inc., as being "profoundly impressed" and unable to see "how any family will be content with anything less than full color on its television set"; E. F. Hudson, vice president of Ted Bates Inc., as believing that "the impact of commercial messages in color will be several times that in black-and-white"; and W. A. Drisler Jr., advertising manager of Cannon Mills, who said: "why bother with black-and-white if color can be done as satisfactorily as at present?"

Similar opinions expressed by other advertising executives were also cited by Mr. Stanton to support his plea that the commission be ready to give prompt approval to recommendations or commercial standards for color television which will be submitted within the next few months. He warned the commissioners that the opponents of CBS color hope its advent will be postponed by the time consumed by FCC processes and urged the FCC not to "fall prey to delaying tactics."

Stating that CBS's belief that color has made black-and-white television obsolete now has the "corroboration of more than 100 top executives of major advertisers and advertising agencies—the very men and women who are the key to commercial success of the television art," Mr. Stanton continued: "with amazingly few exceptions they are unanimous in considering color television so impressive an advance, from both entertainment and commercial points of view, that black-and-white television cannot be compared with it. A substantial number deem black-and-white television akin to a waste of time in the face of color's immeasurably greater impact. Their reactions indicate how deadly the comparison of color with black-and-white is and will continue to be.

"Perhaps the most startling thing about these statements from the people who administer the advertising purse strings," he added, "is that they contain not a single suggestion that television proceed as a black-and-white medium."

WRGB EXHIBITS VIDEO ELECTRONICS

DEMONSTRATION of experimental electronic equipment which may well be the basis of a future system of nation-wide distribution and projection of theater television was seen last week by 50 General Electric Co. officials and motion picture company representatives at GE's telestation WRGB and the Civic Playhouse Schenectady, N. Y.

Demonstration program consisted of films provided by 20th Century Fox and a live show produced by the WRGB staff. The programs, picked up by WRGB cameras, were fed by coaxial cable to a special low-power micro-wave FM transmitter near the studio. Directional antenna beamed the signal toward the playhouse where another directional antenna picked up the transmission which then went by coaxial cable to a special FM picture receiver. This unit fed the picture signals to a special projector provided by Rauland Corp. of Chicago, which flashed them on an 11 by 15 foot screen. The sound was also transmitted by a radio relay.

The projection equipment was said by Dr. C. S. Szegho of Rauland Corp. to employ present commercial techniques. GE officials and E. N. Rauland, president of the Chicago company, said the demonstration was part of a program of research by both companies.

Video Group Nominates May 9 Election Ticket

GEORGE T. SHUPERT, assistant to the president of Television Productions Inc., New York, has been nominated to succeed himself as president of American Television Society by the ATS nominating committee. Elections will be held at the May 9 meeting of ATS at the Barbizon Plaza, New York.

Remainder of the official ticket is: For vice president, Ralph Rockafellow, Buchanan & Co., now editor *ATS News;* for secretary, Dian Dincin, WABF New York; for treasurer, Arch U. Braunfield, accountant, now chairman of ATS finance and budget committee.

For directors: David Hale Halpern, Owen & Chappell; Don McClure, N. W. Ayer & Son; Alice Pentlarge, WQXR New York; Frederick A. Kugel, *Television Magazine;* Charles A. Alicoate, Advance Television Pictures; Edward C. Cole, Yale Dept. of Drama; Richard Manville, research consultant.

Tower Bill Deferred

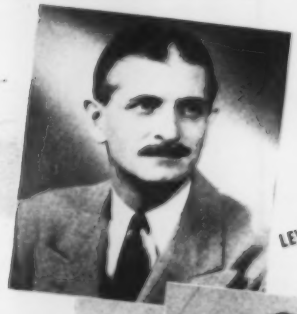
HEARINGS on a bill (HR-5867) to prevent construction of television towers in residential areas of the District of Columbia were deferred April 3 by a judiciary subcommittee of the House District Committee. Bill was introduced by Rep. McMillan (D-S. C.), chairman of the District Committee, on complaint of residents near Washington site of a proposed tower for Bamberger Broadcasting Service.

AGGRESSIVE ACTIVITY

Coast to Coast!

In six brief months the Avery organization principle of Aggressive Activity in radio representation has become soundly established Coast to Coast. Offices are now in full operation in New York, Chicago, San Francisco and Los Angeles.

We are proud of the men who staff these offices —each a man of outstanding experience in the industry. They have both the "know how" and the "intent" to make Aggressive Activity a potent force in serving station, agency and advertiser.



LEWIS H. AVERY
New York

ARTHUR H. McCOY
New York

Photo by H. Tarr, Inc.

EDMUND C. BUNKER
New York

Photo by Bachrach

B. P. TIMOTHY
Chicago

Photo by Bachrach

LOUIS F. KROECK
Chicago

Photo by Bachrach

DAVID H. SANDEBERG
San Francisco

Photo by Bachrach

FRANK WEBB
Los Angeles

Photo by Bachrach

LEWIS H. Avery INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Cal.
DOuglas 5873

315 W. Ninth St.
Los Angeles, Cal.
TUcker 2095

333 N. Michigan Av.
Chicago 1, Ill.
ANDover 4710

FIRST 25

BROADCASTERS TO BUY

GENERAL ELECTRIC *FM Transmitters*

——the transmitters with the Phasitron Circuit

KGKB
Tyler, Texas

WEBC
Duluth, Minn.

WSFA
Montgomery, Ala.

WHFC
Cicero, Ill.

WCOV
Montgomery, Ala.

WOLS
Florence, S. C.

KFRE
Fresno, Calif.

ROBERT F. WOLFE CO.
Fremont, Ohio

BALABAN & KATZ CORP.
Chicago, Ill.

LEAF CHRONICLE CO., INC.
Clarksville, Tenn.

TIMES PUBLISHING CO.
Wichita Falls, Texas

GEORGIA-ALABAMA BROADCASTING CO.
Columbus, Ga.

KGDM
Stockton, Calif.

KOCY
Oklahoma City, Okla.

KBON
Omaha, Neb.

KWNO
Winona, Minn.

WFIN
Findlay, Ohio

KGFF
Shawnee, Okla.

W. H. GREENHOW CO.
Hornell, N. Y.

NEWS JOURNAL CORP.
Daytona Beach, Fla.

TIMES-STAR PUBLISHING CO.
Alameda, Calif.

KNOXVILLE PUBLISHING CO.
Knoxville, Tenn.

REVIEW PUBLISHING CO.
Alliance, Ohio

NORTH SHORE BROADCASTING CO.
Wilmette, Ill.

TULARE-KINGS COUNTIES RADIO ASSOCIATES
Visalia, Calif.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

160-E13-6914

Syracuse 1, N. Y.

Benton Expected to Reaffirm Wire Service Stand to ASNE

WILLIAM B. BENTON, Assistant Secretary of State in Charge of Public Affairs, will carry his fight for the use of news wire services in shortwave broadcasts to the American Society of Newspaper Editors, whose annual meeting will be in Washington April 18-20. Mr. Benton has accepted an invitation to address the ASNE April 19.

Meanwhile officials of Associated Press and United Press declined to comment on his charges during the Fourth Annual New York Newspaper Women's Club Forum at Town Hall, New York, March 31, that the AP withdrew its service from State Dept. because of "fear of a propaganda label, fear of Government, fear of competition, and fear of the sales ability of the other services" [BROADCASTING, April 1]. Both AP and UP have withdrawn their wire services from the State Dept.'s international information division, although International News Service continues to provide its wire.

Cooper Is Silent

Kent Cooper, president of AP, said of Mr. Benton's address: "Absolutely no comment." Hugh Baillie, president of UP, likewise declined comment, but Seymour Berkson, general manager of INS, said: "With respect to Mr. Benton's suggestion urging the three major American news services to increase and expand their own files throughout the world, INS has been engaged ever since the end of the war in exactly that kind of expansion." He added that INS is servicing "nearly 10 times as many" foreign clients today as before World War II.

Although the AP has announced that Mr. Benton had been invited to meet April 17 with the AP Board in New York to discuss the AP withdrawal of its services, Mr. Benton had not formally accepted as BROADCASTING went to press. It was understood he was still undecided whether to attend.

The House Rules Committee still was holding the Bloom bill (HR-4982) which would authorize the State Dept.'s worldwide information and cultural program. Although the committee is understood to have discussed it in executive session last Wednesday, action was postponed. [BROADCASTING, March 25].

In his speech on the New York Newspaper Women's Forum, Mr. Benton called upon all news associations to make their services available to the State Dept. He pointed out that all three major associations sell to foreign countries.

He told how State Dept. news broadcasts to certain areas in Europe constitute the only outside news of world events. 'The listener in Bulgaria today who cannot get AP service in his newspaper, cannot get it from the *Voice of America* broadcasts either," he said. "But the British, the Italians and the Russians can tell him that, if he wants AP service, he can get it by listening to them. The AP itself has put the unjustified taint of propaganda on the *Voice of America* broadcasts."

Radio Long ASNE Subject

Mr. Benton said that for many years before 1935, when he retired from Benton & Bowles, he attended the annual conventions of the American Newspaper Publishers Assn. and "at every convention for years there was one subject that dominated. It was radio, and its dangers to the newspaper field. All anyone had to do to win applause was to stand up and make a crack about radio broadcasting.

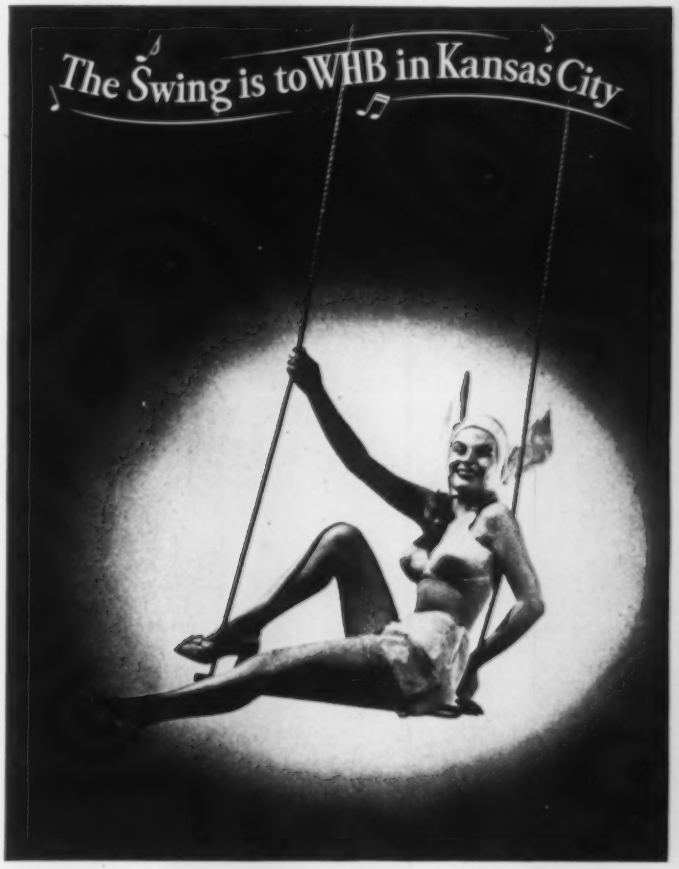
"I don't need to remind you of the devices that newspapers discussed in those days to stop the advance of radio," he continued. "Many tried to get together to stop listing radio programs in their papers. Many tried to keep news from being broadcast, by refusing news service to radio stations. Many tried to keep broadcasting stations from announcing any news before it had appeared on the streets in their papers.

"Well, what happened? Radio went on, built up its invaluable news broadcasting—and more newspapers were sold than ever. . . . Now the old bogey is arising again in the field of newscasts outside the United States. Some of the same men are riding the same old wooden sawbuck. They fear that voice broadcasting will be pirated, and will interfere with their signing up foreign newspapers for their wire service. This fear is just as foolish as it ever was, and it will end in the same way."

Mr. Benton was one of five speakers on "A Free Press." The others were Arthur Hays Sulzberger, publisher of the *New York Times;* William L. Shirer, CBS commentator; Mrs. Franklin D. Roosevelt and Mrs. Elizabeth May Craig, Washington correspondent for the Guy P. Gannett newspapers of Maine.

MBS Now Has 297

AFFILIATION of three more stations was announced last week by Mutual whose affiliates now number 297. Stations are KPOW Powell, Wyo., 250 w 1230 kc, owned and operated by Albert J. Meyer; KVMV Twin Falls, Idaho, 250 w 1450 kc (under construction), owned and operated by Radio Sales Corp., and KGVL Greenville, Tex., 250 w 1400 kc, owned and operated by Truett Kimzey, chief engineer of Texas State Network.



Want a Sports Broadcast in Kansas City?

NOW AVAILABLE

PAUL CHRISTMAN

All-American Back - - - University of Missouri

5-Minutes, 10-Minutes or 15-Minutes Nightly
Monday through Saturday
following Fulton Lewis, Jr.

Some smart advertiser is going to pull a rabbit right out of the hat with this ace sports feature! Just back from the service and signed to play football with the Chicago Cardinals next season, "Pitchin' Paul" Christman is available for radio in the Kansas City area *now* over WHB . . . with a nightly news summary of events in the sports world—his own "inside dope" on trends, forecasts and predictions—and interviews with other top-flight sports personalities "in person." Spotted to follow Fulton Lewis, Jr., and the nightly news from the nation's capital, Christman will capture the sports-minded audience—and score high for his sponsor in Hooperating and in sales!

WHB KANSAS CITY This is Mutual 1000 WATTS-24HRS.

For further information, and for other WHB Availabilities 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1926
Chicago, 2	55 East Washington St.	ANDover 5448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	MIchigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

BALTIMOR
FOOD SA

A good salesman has "sell" in his voice. In Baltimore WBAL's voice has that "sell" as proven by impressive direct sales in the food field. And at WBAL, selling thru the air is backed up by an aggressive "behind the scenes" sales promotion and merchandising department that synchronizes program advertising with effective point of sale merchandising.

Food advertisers with schedules on Baltimore's powerful 50,000 watt

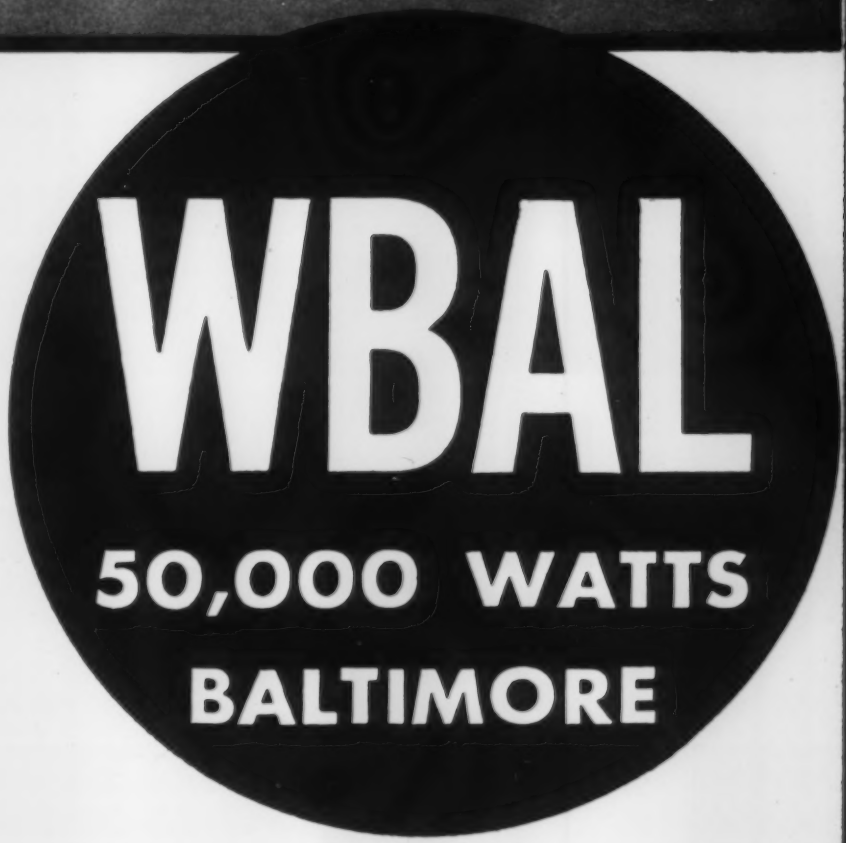
HE SELLS THROUGH THE AIR

RE'S GREAT
ALESMAN

NBC network station register sales where they count . . . at the cash register.

Normal healthy growth creates ever increasing appetites . . . and Baltimore has both. Yes sir! food sales are UP and Baltimore's Great Food Salesman is UP TO THE JOB AHEAD.

BASIC N B C NETWORK
Nationally Represented by
EDWARD PETRY & CO.



R WITH THE GREATEST OF EASE

Editorial

Second Chance at FCC

PRESIDENT TRUMAN soon must decide what he will do about the Democratic vacancy on the FCC created when he drafted Chairman Paul A. Porter to head up the beleaguered OPA. The original plan was for Mr. Porter to return to the FCC after completing the trouble-shooting assignment. But it looks as if that will be a year away. It is doubted whether the President will allow the FCC to hobble along as a six-man agency for that span.

Mr. Truman made an excellent choice when he promoted Rosel H. Hyde from the general counselship to the Commission. There was general approbation both from members of Congress and from licensees. Mr. Hyde's confirmation by the Senate should come at any time.

Without detracting from the Hyde appointment, there always has been the feeling among broadcasters that the FCC has developed its anti-commercial radio complex because its membership is not acquainted with the vagaries of station management and operation. The FCC preponderently is made up of men who have the common carrier slant. The same goes for its Law and Accounting departments. NAB President Justin Miller reflected the broadcasters' view in his March 29 telegram to the President urging that the Porter vacancy be filled by a man "trained in the practical everyday operation of a broadcast station."

There are many competent men who have radio backgrounds who might be prevailed upon by the President to accept an FCC appointment. With perhaps 90% of the Commission's energies devoted to broadcast and related services, certainly at least one of its members should be thoroughly acquainted with station operation.

Why not a man like Charles W. (Chuck) Myers? He has just sold KOIN Portland, which has a record of public acceptance and program attainment which compares favorably with the best in the nation. Mr. Myers was president of the NAB during 1936-37. He has a background of a quarter-century in the newspaper field and of about 21 years in radio. He is well-to-do. He probably plans to retire, having reached 65. He would make the highest type of public servant. We don't know his politics. We do know his prowess as forthright business man, an able executive, and a patriotic citizen.

Chairman Wheeler has urged President Truman to appoint a fellow Montanan, J. Burke Clements, chairman of the State's Industrial Accident Board, to the Commission. He has a fine record as a state official. His friends say he would be "like a breath of free air" on the Washington scene. We have no doubt that he would make an excellent Commissioner. Strongly in his favor is the fact that he did not come up through a state utilities body.

We hope the President will seriously consider President Miller's suggestion on future appointments to the FCC. Strongly to be deprecated would be the appointment of some lame-duck Congressman or broken-down politician, for purely political reasons.

Program Report: IV

REP. Richard F. Harless, (D-Ariz.) is an alert, hard-hitting young legislator. He sits on the House Interstate & Foreign Commerce Committee, where radio legislation originates. He is also a member of its standing subcommittee on communications. His leanings certainly can't be regarded as anti-New Deal or anti-administration. He is best described as a "Liberal Democrat." The 40-year-old Congressman reports to his constituents weekly over KTUC Tucson via transcription. Following is his report of March 26:

"I want to preface my remarks by stating, in case anyone doesn't know it yet, that I think that the Constitution of the United States is as sound today as it was the day it was written. It guarantees such rights as freedom of press, speech, assembly, and religion.

"But every so often someone comes along and decides that we ought to have more government control, restriction, and red tape—Constitution or no Constitution.

"In my opinion the recent 139-page report of the FCC, which would set up a censorship control of radio programs, is another attempt to cripple free speech. The Commission wants Congress to clothe it with the power to decide what people can and can't say over radio stations.

"That was not the intention of Congress when it created the FCC. I am unalterably opposed to the Commission's control over what is said over radio stations. The law on defamation, rules of good taste, public opinion, and competition are sufficient to hold any radio station in line. To approve the Commission's recommendations would amount to giving it the power of dictators and their ilk. It would be the end of free speech on the radio.

"I can tell you now that the Commission is wasting its time. President Truman has said that the radio must remain as free as the press, and I feel certain that my committee will back up this idea."

* * *

Program Report: IV½

THE MYSTERY of Charles Arthur Siepmann has been solved—by Mr. Siepmann himself.

Some may recall that in July 1945 this journal reported the presence at the FCC of a former BBC program executive. We reported his presence, but found some difficulty in defining his job. This was because Mr. Siepmann's work as a special assistant at the Commission was carefully guarded.

But on the basis of substantial information, we conjectured that he was working on a program report which would represent the Commission's formal move into censorship.

Mr. Siepmann, so long under wraps, now has acknowledged that he not only was at the FCC in 1945 but that he was working on the report that finally was issued March 7 by the FCC under the title *Public Service Responsibility of American Broadcasters*. Acknowledgment is made in Mr. Siepmann's new book, *Radio's Second Chance*, published April 3 by "Boston: Little, Brown & Co." and reviewed in this issue. It costs $2.50.

American broadcasters who seek a clear conception of the motives behind the *Blue Book* will find the answer in *Radio's Second Chance*.

Our Respects To —

ROBERT CLARK COLESON

SMOOTH-RUNNING DYNAMO that he is, Robert Clark Coleson gives the impression of taking equally in his long-legged stride the production of a radio show for troops overseas, or the intricate task of a public relations job. And he's done both. Topping 16 varied years in radio is his present appointment as NAB western manager, heading the new Hollywood office. Right now, Bob is on tour of several Pacific Coast stations.

Born on March 22, 1895, in West Point, Miss., Bob was one of eight children. He attended the West Point grade schools and entered Southern Christian College, West Point, in the fall of 1912. Bob majored in business administration and played baseball and football. Landing his first job with Simmons Hardware Co., St. Louis, he turned his talents to selling for two years until outbreak of the Mexican Border dispute. He enlisted and served until the start of World War I. Commissioned from the ranks as a lieutenant in the Infantry in August 1916, Bob was transferred to Camp Meade, Md., and detailed as personnel adjutant.

Following the Armistice, he was assigned as military adviser on a motion picture portraying history of the draft. He did this job so well that he was offered a contract in January 1919 as actor and assistant director and spent the next two years portraying the "dashing young juvenile" in a number of Biograph, Famous Players, and Vitagraph productions.

Returning to active Army duty in 1921, he completed a four-year tour as instructor of military administration for the New York National Guard, and then joined his brother-in-law who owned and operated Yellow Cab Co. in New Orleans. Together they established the system over the Mississippi Gulf Coast.

But the lure of the entertainment world was too great, and Bob returned to New York, where in 1928 he met Leonard E. L. Cox, then program director of WOR New York, who sold him on the lusty new business of broadcasting. Bob joined WOR as a seller of time, but his duties soon branched out into reading lines, producing, and announcing. There followed many years of freelance production work in New York and Hollywood. Teaming with Clyde Vandeburg in 1935, he undertook the radio promotion of the San Diego International Exposition. This proved so successful that Bob successively handled radio and special events for the Texas Centennial of Dallas in 1936 and the San Francisco Golden Gate Exposition in 1939 and 1940.

When the War Department in March of 1941 set up the Radio Branch of the Bureau of Public Relations, Bob was called to Washington

(*Continued on page 48*)

YES MR. EUCLID!

To reach most economically and effectively the important half-million families in the New York Metropolitan area whose tastes and incomes are above average, the answer is WQXR.

I WQXR has 60% more listeners in the "A" income or prosperous group than the distribution of "A" families in New York.

II WQXR has 68% more listeners in the "B" or comfortable group than the distribution of "B" families in New York.

III WQXR listeners stay tuned to WQXR more hours per day than to all other New York radio stations combined.

IV Only 51% of them can be reached through their favorite newspaper; only 44% through their favorite magazine.

V Of all people who listen to only one radio station regularly, more listen to WQXR than to any other New York station.

Q.E.D.: it's 'QXR

WQXR

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

MANAGEMENT

CALVIN J. SMITH, general manager of KFAC Los Angeles, April 8 after participating in sessions between NAB and AFM board of directors in New York, will proceed to Washington for conferences with NAB executives on formation of a Southern California Radio Council. Mr. Smith will gather background material from NAB for a radio council before forming lay advisory group in Los Angeles.

JOHN ALEXANDER, manager of KODY North Platte, Neb., has been presented the U. S. Treasury Dept. Gold Medal for service in behalf of the various war bond campaigns.

CARLETON D. SMITH, general manager of WRC Washington, has been elected to the board of directors of the Washington Board of Trade, succeeding the late Lt. Col. John Saul. He will serve on the board through 1948.

SIDNEY N. STROTZ, NBC Western Division vice president, in behalf of NBC Hollywood has received citation signed by Secretary of the Treasury Fred M. Vinson for cooperation of network and its employes during various war loan campaigns and payroll deduction plan. Similar citations have been received by **DONALD W. THORNBURGH**, CBS Western Division vice president; **DON SEARLE**, ABC Western Division vice president, and **LEWIS ALLEN WEISS**, vice president and general manager of Don Lee Broadcasting System.

SIDNEY S. FOX, president and general manager of KDYL Salt Lake City, has recovered from laryngitis which caused loss of voice for three weeks.

BEN STROUSE, general manager of WWDC Washington, has been named chairman of the Washington Advertising Club's annual jamboree scheduled May 18 at the Hotel Statler.

FRAN CONRAD, ABC Western Division station relations manager, will meet

JOHN H. NORTON Jr., network vice-president in charge of that department, in Denver on April 17 for a tour of Rocky Mountain area and Pacific Coast owned and operated as well as affiliated stations. Mr. Norton will attend ABC affiliates meeting in Del Monte, Calif., in late April before returning to his New York headquarters.

WILLIAM BURKE MILLER, after two years overseas with the OSS, has been named assistant manager of WEAF New York. Before joining NBC Press Dept. in 1927, Mr. Miller was a reporter for the Courier-Journal, Louisville, Ky., where he won the 1925 Pulitzer Prize in journalism for his coverage of the trapping of Floyd Collins in a sand cave near Cave City, Ky. In 1930 he organized NBC's special events department and became eastern program manager for NBC a year later. Mr. Miller was public service manager and war program manager before joining the OSS in April 1944.

Mr. Miller

J. O. MALAND, vice president and general manager of WHO Des Moines, who has been away from his desk for several weeks because of illness, is now recovering at his home and expects to be back in his office within a few weeks.

IVOR SHARP, general manager of KSL Salt Lake City, is recovering from an operation. He will be away from station duties for more than three weeks.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed vice chairman of the 1946 campaign promotion committee of the Greater Hartford Community Chest.

BRIG. GEN. DAVID SARNOFF, chairman of the board of NBC and RCA president, April 7 was to receive honorary degree of Doctor of Laws from the Jewish Theological Seminary of America at special convocation.

EDWARD J. NOBLE, ABC chairman of board, has returned to New York headquarters after week on West Coast looking over proposed network studio sites in Hollywood and San Francisco. He also inspected prospective locations for ABC Western Division FM and television sites. **EARL E. ANDERSON**, network vice-president and director who accompanied Mr. Noble to the West Coast, returns to New York by mid-April.

Question: What about home ownership in WHAM's primary area?

Answer: Of WHAM's 43 county area families 572,817 or 56.9% own their own homes. National average is only 44%

WHAM

ROCHESTER, N. Y.

Your Western New York Salesman

50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Respects

(*Continued from page 46*)

and named assistant chief and executive officer. Working with Col. Ed Kirby, he inaugurated shortwave programs to troops in the fall of 1941. In summer of 1942 he set up a New York office and a few months later established West Coast headquarters, becoming chief of the West Coast office of the Bureau of Public Relations. With Col. Kirby and Glenn Wheaton, he set up the transcribed *Command Performance* series for the initial 40 weeks before that operation was taken over by AFRS.

In August of 1943 he joined N. W. Ayer & Son Inc. as producer and manager of the agency's Hollywood office but left a year later to join the OWI domestic radio branch to handle Government allocations on network shows. With the dismantling of OWI, Bob was assigned to U. S. Treasury Department and detailed for duty with War Advertising Council. He continued to handle allocations for the group as deputy director. That assignment ended last January 31, when he accepted appointment as manager of the new NAB Hollywood offices. Present duties include liaison with Hollywood radio producers, writers, talent, advertising agencies, and the motion picture industry, as well as servicing NAB membership in the western states.

On May 14, 1929, Bob married Elinor Gail, well known as the New York musical comedy star of "Vagabond King" and "A Night in Spain." Bob's hobbies are golf, fishing, hunting and leather tooling. Six-foot-one, blue-eyed, tipping the scales at 185 pounds, his manner is that of quiet, unhurried reflection. But don't let the manner mislead you.

COMMERCIAL

GEORGE H. FREY, formerly sales service manager of NBC, has been appointed manager of eastern sales for the network. Joining WEAF New York in 1924 when it was operated by AT&T, Mr. Frey continued with station when it was purchased by RCA in 1926 and for three years served in engineering and promotional capacities. In 1929 he was made an NBC salesman and was promoted to sales service manager in 1940.

ROY CHAPMAN, with KTSM El Paso, Tex., in various capacities for 12 years, has been appointed commercial manager of the station. He most recently has been program director. During the war Mr. Chapman served as flight instructor.

CLARENCE DOTY, after serving in the Navy and formerly in ABC spot sales department, New York, has been appointed assistant sales manager of WJZ New York.

ROLAND VAN NOSTRAND, former chief timebuyer of Benton & Bowles, New York, and before that media director of Ivey & Ellington, New York, has joined the New York sales department of MBS.

JOHN CARTER, out of armed service, has joined Adam J. Young Jr. Inc., New York, as manager of research and promotion department, in charge of preparation of presentations to advertisers and agencies on stations represented by firm.

JOHN BLAIR & Co., Chicago, has changed title of its promotion department to sales development department as result of contest conducted among staff members. Decision to change name is based on idea that department's purpose is to provide station information for Blair account executives rather than to publicize company. Winners of contest were **WARD INGRIM** of Chicago office and **J. SCHUYLER ENSELL** of New York office. **WELLS H. BARNETT Jr.** is manager of new sales development department.

HOMER GRIFFITH Co. has moved its New York office to 475 Fifth Ave.

ARCH MORTON, sales manager of KNX Hollywood, is on three week trip to confer with CBS sales executives in Chicago, Detroit and New York.

W. M. BENNETT has joined WAYS Charlotte, N. C., as sales representative.

DICK WILLIAMS, former American Red Cross field director, has joined KPRO Riverside, Calif., as account executive.

GRAHAM TURNER, recently discharged after five years in Royal Canadian Corps of Signals, has joined the sales staff of CKWX, Vancouver, B. C.

RADIO HABANA CUBA (RHC), Cadena Azul S.A., Cuban network of eight stations with CMCY Havana as key outlet, has appointed Clark-Wandless Co., New York, as exclusive U. S. representative. RHC is CBS affiliate on the Network of the Americas.

Summer Replacement

SUMMER replacement show for *Kraft Music Hall*, Thurs. 9-9:30 p. m. on NBC, sponsored by Kraft Foods Co., Chicago, will be Edward Everett Horton, The King Cole Trio, Eddy Duchin and Russ Case and orchestra. Bing Crosby's last broadcast for the season will be May 6. He is scheduled to reappear for at least two broadcasts next fall. Agency is J. Walter Thompson Co., New York.

State of California
GOVERNOR'S OFFICE
SACRAMENTO 14

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SACRAMENTO 14
March 19, 1946

EARL WARREN
GOVERNOR

Radio Station KFI
141 North Vermont Avenue
Los Angeles 4, California

Gentlemen:

KFI's awareness of the good and the benefit which can be carried to the people by means of radio is certainly worthy of a word of praise.

War always has a demoralizing effect upon society and brings need for diversion and amusement that will raise people above sordid consequences. Such programs are particularly needed in connection with our efforts to help solve our juvenile problems. I am pleased to note that two of KFI's programs -- Scout Jamboree and Hollywood Bowl Young Artists Competition -- are of a type which fill a need for programs designed for young people.

I compliment KFI upon the manner in which it is making available these constructive programs to so many young people in California.

Sincerely

Earl Warren

Governor

EW:fl

KFI

...NBC for Los Angeles

50,000 Watts • Clear Channel • 640 Kilocycles

Earle C. Anthony, Inc.

BROADCASTING IN THE PUBLIC INTEREST...

AN OBLIGATION • A PRIVILEGE • AN OPPORTUNITY

Traffic Tribunal • Noon Farm Reporter • Scout Jamboree
Hollywood Bowl Young Artists Competition
The American Forum • Mayor Bowron Speaks • Frost Warnings
Regional Farm News • Unseen Enemy • GI's Abroad
This is My Country • Since Pearl Harbor • Ounce of Prevention

EDWARD PETRY AND COMPANY, INC. • NATIONAL REPRESENTATIVES

AGENCIES

HOWARD E. MEDHOLDT of Aitken-Kynett Co., Philadelphia, has been elected chairman of the Atlantic Council, American Association of Advertising Agencies. Others elected were **WESLEY M. ECOFF**, Ecoff & James, vice chairman; **FRANK MURPHY**, Geare-Marston, secretary-treasurer; **LEE E. HOOD**, Richard A. Foley Adv., national representative on national board.

JOHN F. BARTEAU, formerly an account executive at Erwin, Wasey & Co., New Haven, Conn., has joined J. M. Hickerson Inc., New York, in similar capacity.

HARRY M. MONTGOMERY, after more than two years overseas with the armed forces, has returned to Ferry-Hanly Co., New York, as vice president.

WILLIAM L. MUSSER, formerly with the New York Times, and before that a lieutenant in the Navy, has joined Ted Bates Inc. as an account executive.

C. F. McSPADDEN, formerly with N. W. Ayer & Son and William & Saylor in service and creative capacities, has been appointed account executive at Fuller & Smith & Ross, New York.

BETENS ADVERTISING ASSOCIATES, New York effective April 15 will be known as Mike Goldgar Co. Mr. Goldgar, with Compton Adv., New York, before joining Betens, has been appointed president of the agency, while **PAUL BETENS**, former president, is opening a new branch, also to be called the Mike Goldgar Co., in Los Angeles.

CALHOUN STERLING, discharged from the Navy as a lieutenant, has been added to the media department of Geyer, Cornell & Newell, New York.

ROBERT LAWSON, released from the Marine Corps and formerly in the research department of Ruthrauff & Ryan, New York, has joined the creative staff of Wildrick & Miller, New York.

JAMES N. JOHNSTON is back with John Falkner Arndt & Co., Philadelphia, as account executive. He has served in the Army.

MEARS Adv., New York, has been elected to membership in the American Association of Advertising Agencies.

VAN M. EVANS, released from the armed forces, has rejoined Deutsch & Shea, New York, as account executive.

BERNARD T. CONVERSE, formerly with N. W. Ayer & Son, has joined the John Falkner Arndt & Co., Philadelphia. He enters copy department to serve as copy specialist on accounts.

LABRUM & HANSON, advertising and public relations firm in Philadelphia, henceforth will be known as Thomas LaBrum & Assoc. **KEN HANSON** has resigned to join New York Sun as general advertising manger.

RAY LOVE leaves Midcity Press, Philadelphia publisher, to become production head of Sam Taubman Adv., that city.

BAER-CORCORAN, new agency located at 126 Liberty St., New York, has been formed by **H. LAURENCE BAER**, released from the armed forces and formerly with New York Herald Tribune, and **WILLIAM F. CORCORAN**, formerly with New York Times.

PAUL W. ATWOOD, formerly a private research consultant and previous to that secretary of the Research Council of the Association of National Advertisers, New York, has been elected a senior partner of Stewart, Brown & Assoc., New York. Mr. Atwood has been associated with the latter company since 1941.

MIHIC & SMALLEN, New York, has moved to larger quarters at 16 W. 55th St. Old location was 25 W. 43d St.

WILLIAM BYRNE, after serving with the Army as a captain, has rejoined Paris & Peart, New York, as a junior account executive. **FRANK STITCH**, a former captain in the Army and before that in the sales promotion department of RKO Radio Pictures Corp., New York, has joined Paris & Peart as assistant to **REMUS HARRIS**, account executive.

CHESTER A. GORLITZER, after service in the armed forces and formerly in the advertising department of R. H. Macy & Co., New York, has joined Moselle & Eisen, New York, as account executive.

KNOLLIN Adv., San Francisco, has enlarged its present offices at 105 Montgomery Street Bldg.

CARLETON H. SIECK, released from the Army after four years of service, has rejoined H. Charles Sieck Inc., Los Angeles, as production manager and corporation secretary. For three years before Army duty he was production staff member at KHJ Hollywood.

JAMES B. MEIGA Jr., released from the Army Transport Command, has joined Sherman & Marquette, Chicago, in a sales and merchandising research capacity.

ROBERT RAISBECK, account executive of Raymond R. Morgan Co., Hollywood, has resigned to form his own advertising agency.

JESS INGRAHAM, former advertising manager of Westways Magazine, and **C. R. (Dick) BYRNE**, have been appointed account executives of The Mayers Co., Los Angeles. Agency also has taken additional offices at 1240 S. Main St.

RUTH FREDERICKS, former radio director of Western Adv., Los Angeles agency, has joined Ruthrauff & Ryan, Hollywood, as spot timebuyer and is also in charge of mechanical production. She succeeds **AVIS PHILBROOK**, resigned.

J. Y. LEVEQUE, head of his own Los Angeles agency, has been appointed to faculty of Southwestern U., that city, and is teaching advertising.

FLORENCE McKENNA and **JOHN J. McENROE** have joined Tatham-Laird, newly-formed Chicago agency, as copywriters. Miss McKenna was formerly copy chief of Goldman & Gross. Mr. McEnroe was formerly with Sears, Roebuck & Co., Chicago.

SAMUEL GILL, director of research, Sherman & Marquette, New York, is to speak on "What's the Use of Rating Services" April 24 at the radio group meeting of the American Marketing Assn. at The Sheraton Hotel, New York.

CAMPBELL-MITHUN, Chicago and Minneapolis, has leased enlarged office quarters in the Palmolive Bldg., Chicago. New additions to staff are: **STUART POTTER**, formerly of The Caples Co., who joins account planning group; **JERRY REAM**, appointed traffic manager; **ROBERT F. HOLMAN**, former research director, named director of media and research, and **JAMES COLVIN**, released from Navy and former assistant city editor of the Chicago Daily News, who joins Chicago public relations department.

RAY J. AVERY, radio director and manager of the Toronto office of Ronalds Adv., Montreal, has been named vice president of the agency along with **FRANK de B. WALKER**, recently retired from RCAF as wing commander. Mr. Walker will headquarter in Montreal.

GORDON W. RALSTON of Ruthrauff & Ryan, Toronto, has been named manager of the Canadian office of the agency.

JAMES R. KNOX, formerly of Horace N. Stovin & Co., Toronto, station representative, has joined Ruthrauff & Ryan, Toronto, as acount executive.

HELEN MACK, producer of Roche, Williams & Cleary on NBC "Date with Judy," in spring issue of Mayfair, fashion magazine, is saluted as a career woman who attained outstanding success in her field.

JAMES A. BROWN, formerly account executive with Kelley & Clark, merchandise brokers, has joined John H. Hoefer Agency, San Francisco, as general partner.

JAMES A. SCOTT, released from AAF, has been appointed account executive of Ad Fried Adv., Oakland. Prior to service he was member of advertising department of Western Advertising Magazine.

MORTON R. KRAMER, former head of the publicity department, Robert Heller Assoc., New York, has been appointed head of the creative department, Cromwell Adv., New York.

LLOYD W. DUNN, vice president of Rickard & Co., New York, on April 15 leaves for Los Angeles to form and head a new advertising agency which will represent Rickard on the West Coast. Radio accounts will be handled.

Every 60 minutes

... in Philadelphia

WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

972

FUTURE TELEVISION BROADCASTERS VISITED G. E.'s WRGB IN 1945

Plan your trip to Schenectady now

TO study the facilities needed to produce the finest pictures and shows in television, tomorrow's television broadcasters are thronging to General Electric's WRGB in Schenectady *every day*. Here at the world's most powerful and best equipped television station they survey station operation and management, programming, promotion, and maintenance.

With workshops for building properties and for constructing experimental electrical equipment, dressing rooms for actors, transmitting and receiving equipment, studio control and monitoring equipment and special film projectors, WRGB contains *all* of the elements necessary for the modern television studio. Here future broadcasters can study every phase of their new television station and discuss their plans with G-E experts—script writers, costume and stage set designers, lighting specialists, camera operators, stage and technical directors, equipment designers, and experienced maintenance technicians.

If you have not seen G-E television in action and are not making use of General Electric's 20 years of television experience, visit WRGB at Schenectady now. Every Wednesday and Friday WRGB holds "open house". Write for the folder "How to get to Schenectady", or see your G-E broadcast sales engineer. He will be glad to plan your visit. *Electronics Department, General Electric Company, Schenectady 5, New York.*

Order "Television Show Business" today. 246 lavishly illustrated pages of television "know-how", by Judy Dupuy. An indispensable guide to successful programming and production. $2.50 per copy.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS • ANTENNAS • TUBES • RECEIVERS

GENERAL ELECTRIC

150-E2-6912

First and Greatest Name in Electronics

uncork your showmanship!

There's brainsweat, inspiration, brilliant talent in your show . . . but that's not quite enough to turn prospects into customers. In radio, it's still sound business for a man to pay for what he *hears*.

Until now, the finest speaker you could buy was a bottleneck on your showmanship . . . and sales. Today, we offer the solution to an age-old radio problem—how to take off "living presence" from a transcription.

Awaiting your approval at sound systems dealers' is the Altec Lansing Duplex... ready to make your show sound every dollar's worth.

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM

A two-way loudspeaker with multicellular horn which reproduces the entire FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

ALTEC

LANSING CORPORATION

1161 N. VINE ST., HOLLYWOOD 38, CALIF.

250 W. 57th STREET, NEW YORK 19, N. Y.

News

RUSS DAVIS, a veteran of 17 years of farm radio broadcasting, has been named WBBM Chicago farm director. Mr. Davis has been associated with the station since 1944 and conducts the "Country Hour." Effective April 1 WBBM began going on the air 15 minutes earlier Monday through Saturday at 5:13 a.m. (CST) with playing of the National Anthem followed by "Country Hour." Time change increases show from 30 to 45 minutes daily.

JOE R. HAINLINE, former NBC war correspondent in the Pacific and before that in the Army, has been named to handle WEAF New York noon news program, Monday through Saturday 12-12:15 p.m.

MAX JORDAN, NBC correspondent, is the subject of an article entitled "Where's Max" in the April issue of This Month magazine, written by Ed Greif, New York publicist, formerly with the NBC publicity department.

JIM REID, sports and newscaster of WPTF Raleigh, N. C., has returned to the station following three years technical radio and radar work in the Navy.

JAY CRUM, released from the Navy, has been added to the news reporting staff of KOME Tulsa, Okla.

BETTY KLAUS, former Press Assn. staff member at Atlanta, Ga., has been named fulltime news editor at WMAM Marinette, Wis. Station plans regional news coverage through correspondents in principal communities of five counties.

LOWELL THOMAS, NBC news commentator, with Harold Van Doren, industrial designer, and Laurance B. Siegfried, professor of graphic arts and head of the department of printing at Carnegie Institute of Technology, April 17 will judge entries of the 16th Annual Exhibition of Newspaper Typography in Philadelphia held under auspices of N. Y. Ayer & Son, Philadelphia.

ALOIS HAVRILLE, WHOM New York news commentator, has joined the staff of Paramount News Reels, New York.

PAUL SCHUBERT, MBS commentator, on April 22 will begin a three month tour of the U. S. to report from agricultural, industrial, mining and shipping centers.

CEDRIC FOSTER, MBS commentator, on April 10 will address the Chicago chapter of AHEPA, Greek fraternal society, and the following day speaks before the Davenport Chapter of the society.

JOE TUCKER, WWSW Pittsburgh sportscaster, is the father of a girl.

LIEUT. PHIL ELLIS, sports announcer of WPTF Raleigh, N. C., presently awaiting discharge from the Navy at Bainbridge, Md., where he is public relations officer at the Navy personnel separation center, is the father of twin girls born on April 1.

SOREN MUNKHOF, news manager of WOW Omaha, has been commissioned a first lieutenant in the Civil Air Patrol and promoted to intelligence officer of the Nebraska Wing. He had been active in CAP during the war.

HAROLD BAKER, member of the news staff of WOW Omaha, is the father of a girl.

ED SARNOFF, son of Brig. Gen. **DAVID SARNOFF**, president of RCA, after serving with the armed forces as a captain, has joined the special events department of ABC.

PAT CORR has begun a nightly sports newscast on KYW Philadelphia after Navy release.

HARRY GRIER, program director of KTRH Houston, Tex., has been placed in charge of newly-formed news and public events department. **TED NABORS**, announcer with station for 13 years, has been appointed to succeed Mr. Grier as program director. Station plans expansion of local programs with emphasis on services for rural communities.

BOB FRANSEN, former lieutenant in the Army, has joined the news staff of WCCO Minneapolis. Also joining the WCCO news staff following discharge from the armed services is **RALPH BACKLUND**, former associate editor of the Ortonville (Minn.) Independent.

BOB GARRED, CBS Hollywood newscaster, and Frances K. Lawler are to be married in New York May 11.

HIGHEST PRICE in ten-year history of Macon Fat Cattle Show was paid by WMAZ Macon, Ga., for this 970-pound Grand Champion bull. WMAZ bid up to 81 cents a pound for the bull, paying out $785.70. Bull was turned over to the boys' high school to serve 1,500 when the meat is aged properly. Wesley Nunn, grammar school boy, is shown with the champion bull.

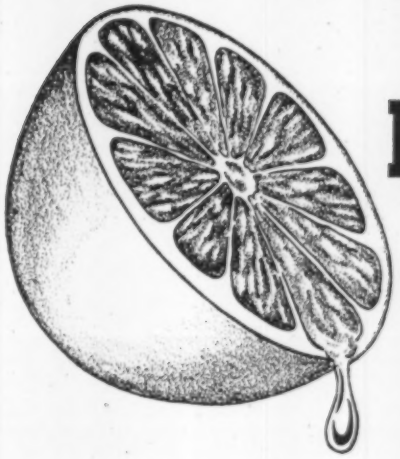
ALCYRON CARLSEN has been added to news staff of KGVO Missoula, Mont., as parttime local reporter. She is attending School of Journalism at Montana State U.

KEN WHITE, former newscaster at KFEL Denver and Rocky Mountain bureau chief of Press Assn., has joined the Denver staff of Associated Press following release from the Army.

ARC Thanks Radio

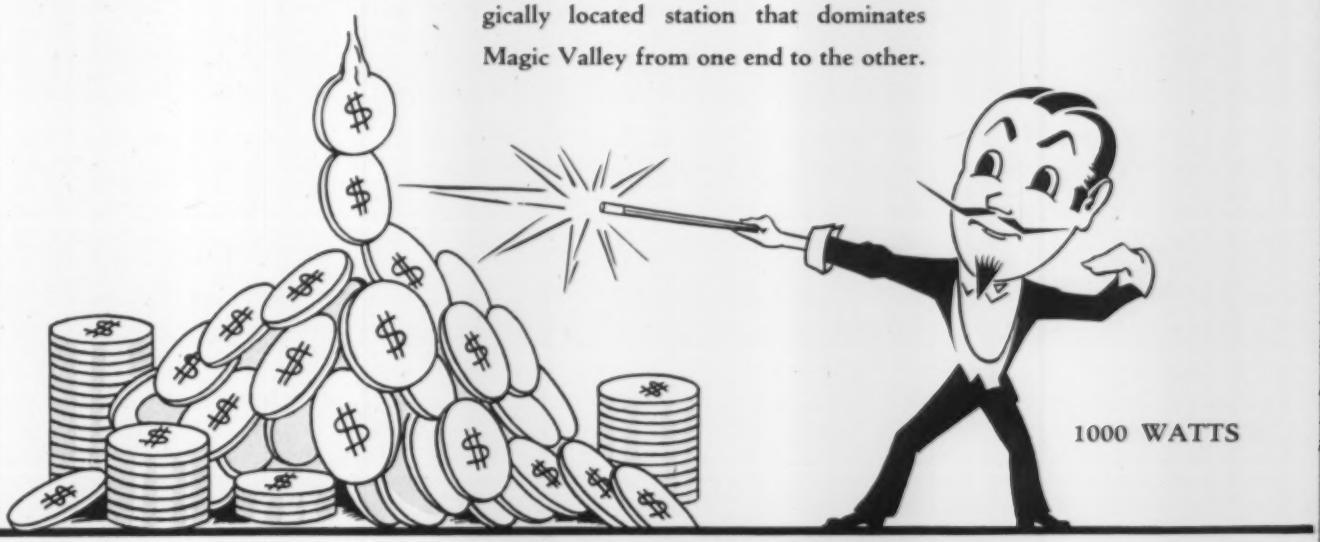
JAMES E. SAUTER, chairman of the 1946 Red Cross campaign, lauded station managers, program directors and radio personalities of New York local and independent stations for their part in the recent Red Cross Drive. He said, "It is almost impossible to evaluate the tremendous contribution which the radio industry has made to our 1946 drive. The generous allotment of time for spots and special shows, the assistance of all studio personnel, and the wholehearted cooperation of everyone in the field make it possible for us to tell the world that the Red Cross still has a big job to do for millions of GI's still in service, and in hospitals, in addition to its regular peacetime activity."

UNDER special arrangement with MBS, WLIB New York will carry "Elsa Maxwell's Party Line," Mutual cooperative, Monday through Friday 6:15-6:30 p.m. Mutual's New York outlet, WOR, does not carry show. WLIB will broadcast by transcription on a sustaining basis. Miss Maxwell is heard 11:15 a.m. on the network.



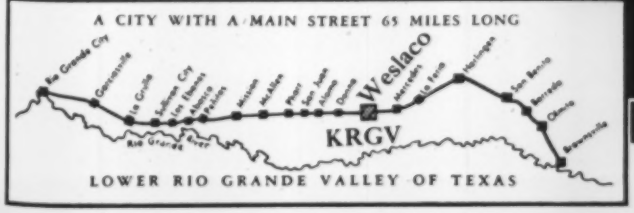
It's a Juicy Market in *Magic Valley*....

When we say "juicy", we can say this literally, because over $40,600,000 worth of citrus fruits were shipped from the Valley last year. But there's more than citrus fruits in this "juicy" market. Cattle, vegetables, and oil have swelled the effective buying power to over $650.00 per person . . . totalling 165 million dollars annually. Magic Valley knows no seasons—no slack periods—crops are grown the year 'round. It's a market that is expanding . . . steady . . . permanent. To effectively reach this market, look to KRGV, the strategically located station that dominates Magic Valley from one end to the other.



AFFILIATED WITH NBC
MEMBER • LONE STAR CHAIN
VOICE OF ONE OF THE RICHEST
Permanent MARKETS IN AMERICA

1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO
AND STUDIOS AT TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE



AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN Radio Sales

Air Express Goes Everywhere FASTER!

Rates slashed 22% — now more than ever, a money-making "tool" for every business

No matter where you do business, even in the smallest town, the speed of Air Express is at your service — between thousands of U. S. communities and scores of foreign countries.

Yes, when "getting something fast" means better serving a customer or clinching a deal, keeping a factory open and men at work — Air Express more than pays its way. It's a money-maker.

Specify Air Express-Better Business Buy Than Ever

RATES CUT 22% SINCE 1943 (U. S. A.)					
AIR MILES	5 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07¢
349	1.02	1.18	2.30	3.68	9.21¢
549	1.07	1.43	3.84	6.14	15.35¢
1049	1.17	1.98	7.68	12.28	30.70¢
2349	1.45	0.53	17.65	28.24	70.61¢
Over 2350	1.47	3.68	18.42	29.47	73.66¢
INTERNATIONAL RATES ALSO REDUCED					

In the face of rising prices, Air Express rates have been slashed 22% since 1943, saving business millions of dollars. And rates include special pick-up and delivery in all principal U. S. towns and cities — with fast, co-ordinated air-rail service between 23,000 off-airline points. Service direct by air to and from scores of foreign countries in the world's best planes, giving the world's best service — at lowered cost.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Write Today for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Ave., N.Y. 17. Or ask for it at any Airline or Railway Express office.

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

ALLIED ARTS

WARREN LEE PIERSON, president of the American Cable & Radio Corp., New York, on March 28 received the Order of the Aztec Eagle, highest award given by the Government of Mexico to a person not a Mexican citizen, at a dinner held at the Waldorf-Astoria Hotel, New York. Decoration, presented by General Manuel Avila Camacho, President of Mexico, was awarded to Mr. Pierson for his "exceptional ability as a public servant and his distinguished leadership as president of the Export-Import Bank of Washington," position which Mr. Pierson held for more than ten years before assuming the presidency of American Cable & Radio Corp. last year.

CLINTON STANLEY, discharged from Navy with rank of lieutenant commander, and **STANLEY KRAMER**, former special events director of WGN Chicago, have formed their own Hollywood radio production and artists management service under firm name of Stanley-Kramer Agency, 6407 Hollywood Blvd. Prior to service Mr. Stanley was an NBC Chicago producer-director for 12 years.

ERIC LIFNER, released from the Army, has been made advertising manager of Walt Disney Productions, Hollywood. Before joining the Army in June 1942 he was an account executive of Young & Rubicam in Detroit and Chicago.

JOE DONOHUE, formerly Music Corp. of America radio executive, has started a new service organization designed to represent New York and Chicago advertising agencies in the Hollywood radio and motion picture fields. Using name of The Hollywood Office and located at 6253 Hollywood Blvd., organization will specialize in supervising radio program production for agencies which do not maintain West Coast branches. Hollywood tie-ups and radio exploitation for independent producers will also be a function. Telephone is Hollywood 8136. Prior to MCA, Mr. Donohue headed Myron Selznick Inc., radio department, and was also radio director of William Esty & Co. and Buchanan & Co., New York.

DON SPARKS after three years of service with Army Air Force has returned to Jackson, Mich., to head Dorsan Co., firm he organized to distribute products of Sparks-Withington Co. Radio and Appliance Division in Michigan.

ED EHRICH, after more than three years' service in Navy air force and released as lieutenant commander, has returned to NBC Radio-Recording Division, New York.

PAUL W. ATWOOD, since 1941 with Stewart, Brown & Assoc., New York market research and distribution consulting firm, has been elected a senior partner of the company.

ALBERT PREISMAN, formerly in charge of radio engineering activities of the Capital Radio Engineering Institute, Washington technical school, has been elected vice president of the Institute in charge of engineering. Prior to joining CREI three years ago he was senior engineer at Federal Telephone & Radio Corp.

JOHN IRVINE leaves the technical staff of WIP Philadelphia to join Robinson Recording Studios located in station offices.

CHARLES O'NEIL WEISSER, formerly western division sales manager of Emerson Radio & Phonograph Corp., Los Angeles, has been appointed sales promotion manager of the company with headquarters in New York. Mr. Weisser, with Emerson since 1936, served as a lieutenant in the Army for two years, returning to the company in 1944.

ALLEN ROBERTS, formerly director of radio, New York National War Fund and the War Finance Committee, U. S. Treasury, has joined Public Relations Associates, newly formed organization with headquarters in the Congress Hotel, 19 W. 69th St., New York, as director of radio and publications.

RALPH OBER, formerly in charge of publication publicity for United Artists, New York, is in charge of press relations.

COLUMBIA RECORDING Corp., Bridgeport, starting April 28 will sponsor a special transcontinental tour of the Philadelphia Orchestra to bring the musical organization to the auditoriums of 28 or more American cities before June 9. Tour is first to be held under CRC auspices.

WILLIAM FEINBERG, secretary of Local 802 of AFM, April 5 was to address a forum of the music division of the Independent Citizens Committee of the Arts, Sciences and Professions in New York on the Lea bill which recently passed the House.

FRITZ FRANKE, former chief engineer in charge of research and design, has been promoted to assistant sales manager of Hallicrafters Co., Chicago. He joined Hallicrafters in 1940 and previously operated his own airline ground equipment and special electronics devices firm. Mr. Franke has been in charge of styling and special features for 1946 Hallicrafters radios.

Mr. Franke

FREDERICK W. ZIV Co., New York, has added following accounts for transcribed "Songs of Good Cheer" quarter-hour service: KCRA WAPI WPAR WLAP WWNC.

JAMES W. SCHACKLEFORD has been appointed southeastern district merchandiser for Stromberg-Carlson Co.

SELMA WARLICK, former director of promotion and publicity for New York's Town Hall and "America's Town Meeting of the Air", has joined National Concert & Artists Corp, New York, as assistant director of the lecture and special attractions department.

KENNY DELMAR, announcer on various network shows and noted for his characterization of Senator Claghorn on NBC "Fred Allen Program," has started his own radio production agency, Delmar Productions, New York. Firm will produce shows for commercially-sponsored radio, television and 16 mm films. Because of present radio commitments, Mr. Delmar will not act in his own productions.

ASSOCIATED MUSIC PUBLISHERS, New York, has extended music licensing agreements for additional periods with following stations: KBST KCMC KCRS KDB KFDA KFRC KFXM KGB KGFJ KGKL KHJ KIEM KMBC KMO KOME KPLT KRBC KROS KRSC KTTS KVCV KVEC KVOE KVWC KXO KYOS WDSM WELI WHBF WIND WLBJ WLIB WNBF WOR WRGA WRR WSTP WTIC WWSW WXYZ.

CAPITAL RECORDS, in deal closed March 27, has purchased for an undisclosed sum all stock of Scranton (Pa.) Record Co. Previously Capital held small share of stock in firm which is supposedly largest job lotting record manufacturing firm.

R. M. COBURN, formerly engaged in marketing research with NAM, has been appointed sales manager of Panoramic Radio Corp., New York.

P. R. Assoc. is name of new public relations firm established at 1737 H St. N.W., Washington, and 420 Madison Ave., New York, by **BERNARD LeROY, CHARLES FLATO** and **ALLEN FIELDS.**

TOM FIZDALE Inc., New York public relations firm, has changed name to Win Nathanson & Assoc. Mr. Nathanson has been president of company since withdrawal of Mr. Fizdale in April 1945.

EDDIE SKRIVANEK, for three years musical supervisor of Army Air Forces radio production unit, Santa Ana, Calif., has joined C. P. MacGregor Co., Hollywood transcription producer, in similar capacity. Prior to service he was musical arranger of KFI Los Angeles.

ROBERT M. HENDRICKS, released from the Army, has returned to NBC Hollywood as sales representative for Radio Recording Division. He replaces **WILLIAM J. ANDREWS**, who has been named manager for network San Francisco Radio Recording office.

WAS YOURS A "LOST WEEK END"?

It was probably because you missed hearing the Florida foursome of stations with their heady, potent schedule of Saturday and Sunday shows!

WJHP — KILL BOREDOM with Saturday afternoon music fit for a connoisseur . . . aimed at crowning your business with success and profit!

WCOA — WIPE OUT THAT SLUMP in your profits with high-powered shows for Sunday afternoon family listening . . .

WDLP — LOSE THAT MONOTONY of the same way of doing business day after day—invest in something with a kick—radio advertising!

WTMC — STOP THAT LULL in your business with week-end shows that have a sparkle and goodness!

WJHP - Jacksonville
WCOA - Pensacola
WDLP - Panama City
WTMC - Ocala

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

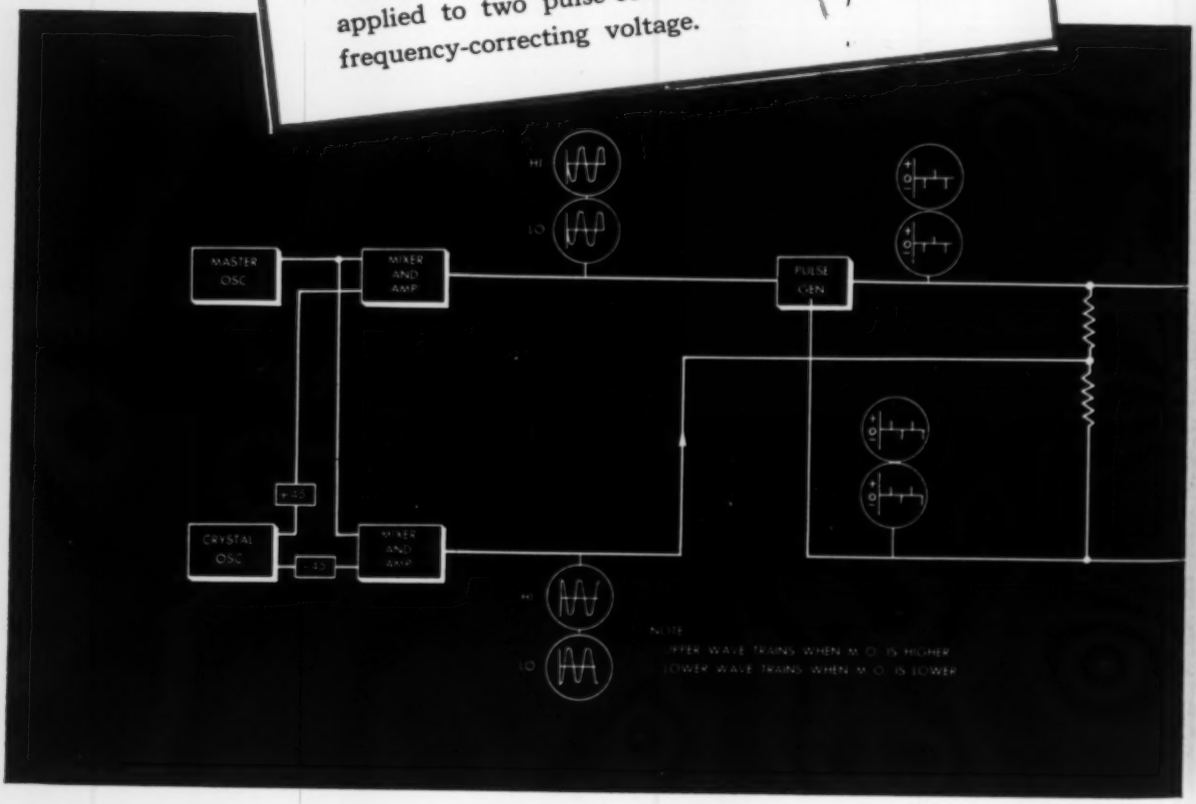
Wm. K. Dorman, Gen. Mgr., John H. Perry Associates
John H. Perry, Jr., Vice-Pres. WJHP WCOA WDLP WTMC

Out of wartime radar has come

HOW THE SYSTEM WORKS

The reference frequency is developed in a temperature-controlled crystal oscillator. The second harmonic of the crystal is applied to two fixed, phase-shift circuits to get two voltages at 90° phase relation. These are mixed with a portion of the FM master oscillator output. Thus, if the center frequency deviates from assigned value, a two-phase, difference frequency is developed which is then applied to two pulse-counting circuits to develop frequency-correcting voltage.

J-08157



a basically new idea in fm control circuits

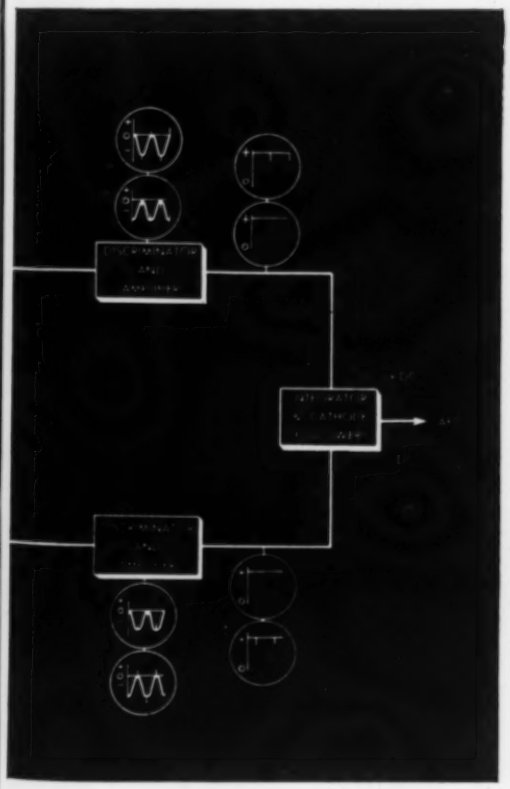
Your benefits from our wartime radar production are showing up *now* in Westinghouse FM transmitters—a new idea in control circuits that holds the frequency without using critically-tuned elements or moving parts.

Nowhere does the frequency stability depend upon a tuned circuit. Adjustments and arrangement of components are simple. Operation is tops in reliability.

There's still more to gain in the soundly-designed Westinghouse FM transmitters . . . long-life design transformers which do not use organic insulation; easy accessibility to the centrally-located controls; non-microphonic diode modulators; five simple stages of r.f.; only eight r.f. circuit tuning controls in the entire transmitter. "Building-block" amplifiers permit increasing output.

You have a special interest in these transmitters for you helped build them. The features in these units were aimed specifically to meet your preferences, as shown by a comprehensive survey, conducted by Westinghouse, of FM stations and licensed applicants in 56 cities in 22 states.

This shrewd designing is backed by Westinghouse shirt-sleeve experience in operating five FM stations . . . a background unmatched by any other transmitter manufacturer. Ask your nearest Westinghouse office today to show you why you should look at Westinghouse before you buy. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.



Smartly-styled FM transmitters (1 and 3 kw) are completely self-contained. No accessory apparatus is needed and transmitter is put in operation by simply connecting audio input, r.f. transmission and input power supply.

Westinghouse

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

Electronics at Work

1

THE MOST COMPLETE EDITORIAL SERVICE TO ADVERTISING MARKETING AND SALES HAS BUILT

2

THE LARGEST CIRCULATION IN THIS FIELD . . . THIS COMBINATION HAS ATTRACTED

3

THE GREATEST VOLUME OF ADVERTISING PLACED IN THIS FIELD TO

Printers' Ink

SPONSORS

CLAYTON J. COSSE', for 12 years with Stanback Co., Salisbury, N. C., and last three as advertising director, resigns effective April 20. On May 1 he joins Starkist Co., San Antonio, Tex., as vice president in charge of sales and advertising. Both firms are radio advertisers.

HERMAN L. BROOKS, since 1938 president of Coty Inc. and with firm since 1915, has resigned. Coty companies were pioneer radio advertisers, principally network, but are not now on air. Mr. Brooks also is president of Toilet Goods Assn.

W. HOWARD CHASE, director of public relations of General Food Corp., New York, addressed the Washington Advertising Club April 2.

EVELYN CORPER, with Dr. D. Jayne & Son Inc., Philadelphia, for several years, has been appointed advertising manager to handle both domestic and foreign advertising.

STUDEBAKER Corp., South Bend, and Griffin Mfg. Co., Brooklyn on April 8 for 52 weeks will start co-sponsorship of quarter-hour news program "Harry Marble and the News" on WABC New York, 6-6:15 p.m. Period on Monday, Wednesday and Friday will be sponsored by Studebaker while Tuesday and Thursday will be carried by Griffin. Program is sustaining on Saturday. Agency for Studebaker is Roche, Williams & Cleary, Chicago. Agency placing business for Griffin is Bermingham, Castleman & Pierce, New York.

J. S. FULLERTON, released from the Navy, has joined American Home Foods, New York, as advertising assistant. Prior to service he was with Macfadden Publications Corn Products Refining Co. and Young & Rubicam.

ROSINSKI FURNITURE Co., Buffalo, has started new Sunday musical show on WGR Buffalo, 4:30-5:30 p.m., titled "Gypsy Serenade." Contract is for 52 weeks. Agency is Ellis Adv., Buffalo.

MUSICRAFT Corp., New York, has appointed Koehl, Landis & Landan, New York, to handle its advertising.

BRANDT THEATRE ENTERPRISES, New York, has named Donahue & Coe, New York, as advertising agency. Account includes advertising for chain of 115 movie theatres in metropolitan and Bronx areas. Spot announcement campaigns will be used from time to time.

BENRUS WATCH Co., New York, has appointed J. D. Tarcher & Co., New York, to handle its advertising. Company will continue current spot announcement and chainbreak campaign.

SNAP-LITE Corp., New York, has appointed Weiss & Geller, New York, to handle its advertising. Radio may be used in the fall.

HOFFMAN BEVERAGE Co., Newark, has appointed Warwick & Legler, New York, to handle advertising. March 29 Hoffman discontinued its sponsorship of a 15-minute, three times weekly newscast on WOR New York, 11-11:15 p.m.

LAWRENCE (Mass.) BASEBALL Club, member of New England League, April 15 starts sponsorship of "Sports News" program of scores, news and interviews four times weekly on WLAW Lawrence.

PALISADES AMUSEMENT PARK, N. J., April 20 starts a spot campaign on stations in the New York and New Jersey area for the summer months. Agency is Bert Nevins Assoc., New York.

SIGNAL OIL CO. of California and Remar Baking Co., Oakland, Calif., on March 29 started on KROW Oakland alternate games of the Pacific Coast League schedule played by the Oakland Baseball Club. Schedule lists 183 broadcasts. Signal account was placed through Barton A. Stebbins Agency, Los Angeles, and Remar through Garfield & Guild, San Francisco.

MORNING SUN FROZEN FOOD Co., Chicago, has appointed McCann-Erickson, Chicago, to handle its advertising.

NOMA ELECTRIC Co. of Canada, Toroto (toys), has started spot announcement campaign in connection with pre-Easter toy fairs on a number of Canadian stations. Agency is MacLaren Adv., Toronto.

ROGERS MAJESTIC, Toronto (receivers and electrical appliances), has appointed Erwin, Wasey of Canada, Toronto, as advertising agency.

CARNATION Co., Milwaukee (canned milk), has purchased Morning Milk Co. evaporating plants in Wellsville, Utah, and Sunnyside, Wash.

COLUMBIA LABORATORIES, Hollywood (maker of pharmaceutical preparations), has appointed Smith, Bull & McCreery, Hollywood, to handle advertising, and is continuing weekly spot announcement schedule on KFWB Hollywood.

CUSTOM-CRAFT of California, Los Angeles (furniture maker), has appointed Smith, Bull & McCreery, Hollywood, to handle advertising. Radio will be used.

CANADA PACKERS Ltd., Toronto (York sandwich spread), has started flash announcements on a number of western Canadian stations. Acount placed by Cockfield Brown & Co., Winnipeg.

NETWORK ACCOUNTS

New Business

HOUSEHOLD FINANCE Corp., Chicago, March 30 started "Phone Again, Finnegan," on NBC stations Sat. 5-5:30 p.m. (EST). Agency: Shaw-Le Vally, Chicago.

MONOGRAM MANUFACTURING Co., Los Angeles (Plasti-Craft curlers), April 2 started for 13 weeks "Erskine Johnson—Commentary" on 19 Don Lee Pacific stations, Tues.-Thurs. 4:30-4:45 p.m. (PST). Agency: Western Adv., Los Angeles.

LARUS & BROS. Co., Richmond (Edgeworth smoking tobacco), April 2 started "The Ed Sullivan Program" on 180 ABC stations, Tuesday, 9-9:15 p.m. Agency: Warwick & Legler, N. Y.

WILDROOT Co., Buffalo (hair tonic), April 18 starts for 52 weeks "Dark Venture" on ABC Pacific stations, Tues. 8:30-9 p.m. (PST). Agency: BBDO Chicago.

KERR GLASS Co., Los Angeles (Mason jars), April 1 started for 52 weeks "The Pickards," on CBS Pacific stations, Mon.-Wed.-Fri. 4:45-5 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

DEL E. WEBB PRODUCTS Co., Los Angeles (spring aluminum clothes pin), April 2 started for 26 weeks "Fulton Lewis Jr.—News" on 39 Don Lee Pacific stations, Tues.-Thurs. 4-4:15 p.m. (PST). Agency: Western Adv., Los Angeles.

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) April 6 started "Les Alouettes Eveready" on 10 CBC French network stations, Sat. 1-1:15 p.m. Agency: Locke Johnson Co., Toronto.

(Continued on page 62)

CBS **WJNO**

Where "Dun and Bradstreet" meet Hooper and Crossley!

THE VOICE OF THE PALM BEACHES

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
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Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N. W., Washington 5, D. C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEER
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. Executive 3521
Washington 6, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineer
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE 1928
COLORADO BUILDING • WASHINGTON, 5, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ERNEST V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: Gladstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
631 Pennsylvania Ave. N.W.
Washington 1, D. C.
Executive 3960

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A
M M
NATHAN WILLIAMS
Allocation & Field Engineering
Ph: Blackhawk 22 20 Algoma Blvd. Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

KQV'S PEACE DAY PROMOTION LAUDED

SUCCESSFUL campaign of KQV Pittsburgh, to win public support of an Annual International Peace Day [BROADCASTING, Feb. 18] was acclaimed March 26 when prizes were awarded. Mutual's *American Forum of the Air* (9:30-10:15 p.m. Tuesday) featured a three minute pickup from Pittsburgh's Syria Mosque for a report from Maj. George Fielding Eliot, whose newspaper column suggestion inspired the KQV campaign.

Frank B. Frederick, originator of the Peace Day idea, and chairman of the Committee for Peace Day in the United Nations, attended the KQV meeting, He said that KQV's success in the project would be offered as a pattern for other radio stations in the hope that they would follow suit.

Ben Edson, KQV promotion manager, presented 44 winners with awards equalling $1,000. First prize letter, chosen from among 31,000, was written by Sister M. Rosalie of St. Luke's Convent, Carnegie, Pa.

Strike One

PLAYING BALL with broadcasters, the press and the public is an old story to OPA Administrator and former FCC Chairman Paul Porter, but last week ball playing got him into trouble. He sprained his ankle while running bases at the home of Economic Stabilizer Chester Bowles. He is on crutches and was unable to attend American Retail Federation meeting in Washington Monday.

New KECA Facilities

MODERNIZED and redecorated at cost of $50,000, new KECA Hollywood auditorium has been in use since April 1. Former windowed walls and beamed ceiling have been enclosed in Transite and wood paneling. Room which seats approximately 250 persons is completely air-conditioned.

Free & Peters

(*Continued from page 18*)

expectancy by the national advertiser in any representative list of markets," the report states.

More Selling Copy

For purposes of cost comparison, the study compares this quarter-hour spot radio program unit with a full-page black-and-white ad in magazines and a 650-line ad in newspapers. "Selling copy used in a quarter-hour program averages 300-350 words," the report points out, "more than the amount of copy devoted to selling in the average magazine full-page ad and the average newspaper 650-line advertisement."

Taking the eight magazines of largest, and admittedly most economical, circulation—*Ladies Home Journal, Life, Woman's Home Companion, McCall's, Saturday Evening Post, Colliers, Good Housekeeping, American Magazine* — the study finds the advertiser pays $2.50 per thousand families for a black-and-white page. The cost of 650-line ads in 128 newspapers in 92 cities of 100,000 or more population, again the most economical, is $1.32 per thousand families.

So, on a basis of 1000-family circulation, comparable advertising costs are $2.50 for magazines, $1.32 for newspapers and $0.12 for spot radio.

But circulation is not the whole story. All purchasers of magazines and newspapers don't read or even see every ad. Nor do all of a station's regular listeners hear every program. Readership studies, however, show that magazine ads are noted by 31.7% of all readers and 650-line newspaper ads by 16%.

Average Readers

"These percentages are based on those readers who recalled having seen the advertisement, upon being reshown the magazine or newspaper and not those readers who read the complete advertisement—who identified the advertiser—or were influenced by the advertisement. In other words, the percentages represent the average number of readers who 'noted' the advertiser's layout as an attention-getter, and therefore are comparable to the percentage of listeners indicated by Hooper and Conlan surveys to be listening to a program."

On the basis of per thousand families *reached*, then, the magazine advertiser pays $7.90; the newspaper advertiser pays $8.28, the spot radio sponsor of a quarter-hour daytime program pays $6 if 2% of the station's primary audience is listening, $3 if 4% is listening, $2 if 6% is listening.

Comparing spot radio to network radio, the report states: "No network can offer the advertiser the lowest circulation-cost station in all its markets. A program broadcast over any established network, which has an audience of 4% of the circulation of each affiliated station, will clearly give the advertiser less families per dollar than will local programs with the same 4% audience, broadcast over the lowest-cost stations in the same markets."

RMA Session Set For N. Y. Tuesday

Receiver Output Bottlenecks On Three-Day Agenda

MEANS to attain full production of receiving sets will come before the Radio Manufacturers Assn. spring conference to be held at the Roosevelt Hotel April 9-11. Though progress has been made in opening production bottlenecks, present output is estimated at only 135,000 a week and RMA will explore methods of stepping up the figure.

Problems of parts manufacturers in obtaining materials and supplying components under OPA price levels will be discussed by the set makers.

Three meetings will be held by RMA. On the opening day, Tuesday, the new Division of Amateur Radio Activities will discuss progress under direction of W. J. Halligan, president of Hallicrafters Co., division chairman.

Also on the agenda will be plans for the new RMA Industrial Relations Committee, which will collect data on wages, job classification and labor contracts. The committee plans a special RMA labor relations meeting to be held in New York late in May, with speakers from the Government, unions, manufacturers and others. Periodic conferences on labor problems will be held.

On the second day the RMA Parts Division will meet, taking up problems interfering with set production. Meeting of the RMA board will be held Thursday. Effects of the Civilian Production Administration building order will be discussed. R. C. Cosgrove, vice president of Crosley Corp. in charge of manufacturing, is RMA president and will preside at meetings.

School Transmitter

IN ANTICIPATION of a grant for a noncommercial FM station, Sewanhaka High School, Floral Park, N. Y., has ordered an RCA 250-w FM transmitter and an RCA disc recorder. The proposed station, planned five years ago when the school started a class in radio techniques, will be operated primarily for classroom use during school hours. At other times programs of community interest will be presented. Students will play a large part in all programming. The school has an enrollment of 3,100. Application for the station was originally filed in June 1944 and resubmitted in January 1945.

Minor Fire

FIRE in studios of KWFT Wichita Falls, Tex., caused temporary program interruption and $200 damage on March 26. Announcer Bill Lowry, on the air at time, was slightly burned while attempting to extinguish blaze before firemen arrived.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

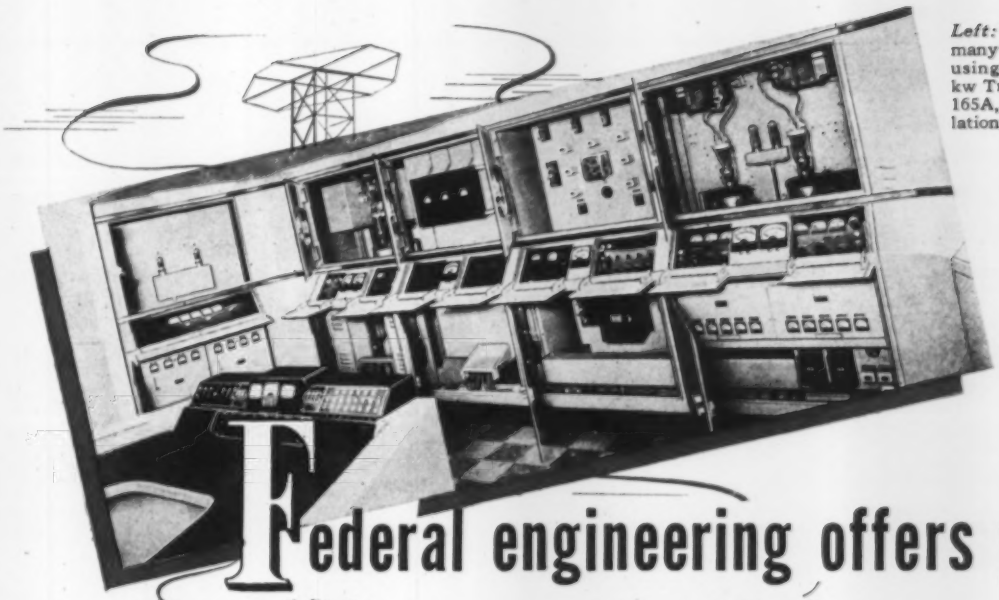
TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D.C. Res.—Alex. 6957

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.



Left: WDOD is one of many network stations using Federal's five kw Transmitter, Type 165A, a pre-war installation.

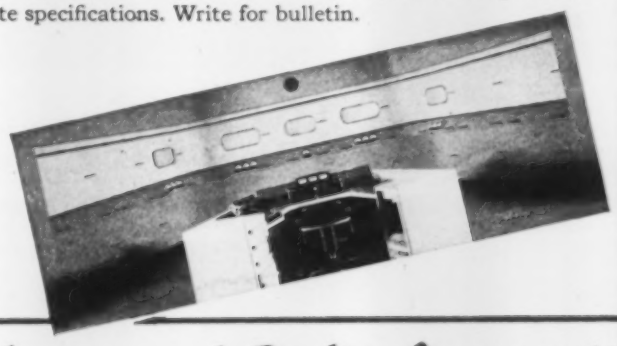
Federal engineering offers you

1. Modern Design
2. Higher Efficiency
3. Lower Operating Cost

. . . IN 5-, 10- AND 50-KW STANDARD AM BROADCAST TRANSMITTERS

Federal's vast time-tested engineering and manufacturing facilities are now engaged in production of standard AM radio transmitters for early delivery . . . 5, 10 and 50 KW . . . with station equipment from microphone to antenna. A Federal engineer will be glad to give you complete specifications. Write for bulletin.

Now in Production for Early Delivery



Right: WABC is one of many leading stations using Federal's 50-kw Transmitter, Type 162. Similar installations built to your order.

Federal Telephone and Radio Corporation

Export Distributor:
International Standard Electric Corporation

Newark 1, New Jersey

An IT&T Associate

NETWORK ACCOUNTS

(*Continued from page 58*)

NORTHERN ELECTRIC Co., Montreal (radios and electrical appliances) April 8-July 1 sponsors "Northern Electric Show" on 30 CBC Dominion and 3 CBC French network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

Net Renewals

LEVER BROS. Co., Cambridge (Thomas J. Lipton's tea and Continental Soup Mix), April 2 renewed for 52 weeks "Inner Sanctum" on full CBS network Tues. 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay, Spic & Span and Dreft), has renewed for 52 weeks "Perry Mason" on 79 CBS stations Mon.-Fri. 7-7:15 p.m. Firm also has renewed daytime "Perry Mason" serial on 83 CBS stations, Mon.-Fri. 2:15-2:30 p.m. Agency: Pedlar & Ryan, N. Y.

L. E. WATERMAN, Co., Newark (fountain pens, pencils and inks), effective Sept. 15 renews "Gang Busters" on full ABC network, Sat. 9-9:30 p.m. Agency: Charles Dallas Reach Co., Newark.

LAMBERT Co., New York (Listerine tooth powder), has renewed for 52 weeks "Billy Burke Show" on CBS Sat. 11:30-12 noon. Agency: Lambert & Feasley, N. Y.

ROBIN HOOD FLOUR MILLS, Montreal, April 4 renewed "Les Talents de Chez Nous" on 8 CBC French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (silverware), April 7 renewed "Ozzie and Harriet" on 26 CBC Trans-Canada network stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

RADIO MONDE, Montreal (publication), April 3 renewed "Le Moulin de la Chansons" on 3 CBC French network stations, Wed. 2-2:15 p.m. Placed direct.

IMPERIAL TOBACCO Co., Montreal has renewed "Light Up and Listen" on 36 CBC Dominion network stations, Thurs. 9:30-10 p.m. Agency: Whitehall Broadcasting, Montreal.

J. H. ESTABROOKS Co., St. John, N. B. (Red Rose tea), April 18 renews "Le Theatre de Chez Nous" on 7 CBS French network stations, Thurs. 7:30-8 p.m. Agency: McConnell Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY, Chicago, April 15 for 52 weeks renews "My True Story" on 194 ABC stations, Monday through Friday 10-10:25 a.m. Agency: J. Walter Thompson Co., Chicago.

Net Changes

LEWIS-HOWE Co., St. Louis (pharmaceutical), April 1 shifted "Bulldog Drummond" on 37 Don Lee Pacific stations from Mon. 10-10:30 p.m. to Mon. 7-7:30 p.m. (PST). Agency: Olian Adv.,

BRISTOL MYERS Co. of Canada, Montreal (Sal Hepatica, Vitalis, Trushay) has added to the "Alan Young Show" four Ontario stations (CFOS CJCS CKPC CKCR) for total of 26 CBC Dominion network stations, Fri. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

TECHNICAL

JULIAN HUCKSTEP, released from the Army as lieutenant, has returned to the control room staff of WRVA Richmond, Va. He did communications work while in service.

LICENSE to manufacture **FM** equipment for radiotelephone use has been granted Western Electric Co. by **PROF. EDWIN H. ARMSTRONG**. Company has long manufactured **FM** broadcasting equipment under the Armstrong patents. Western Electric will build **FM** apparatus for the Bell System for use in mobile radiotelephone service and in radiotelephone systems to reach remote rural areas in place of wire lines.

JAMES CONNIE has returned to the WCAU Philadelphia transmitter staff.

JOHN HAEKE and **WILLARD BOTTS** return to the technical department of WIP Philadelphia after Army service.

FRANK SHANNON has returned as engineer to WCAU Philadelphia. He was a lieutenant colonel in the Army and was radio operator on the B-29 which set a non-stop record from California to the East Coast.

LEAR Inc., Grand Rapids (home and aircraft radios), has granted a wage increase of 16½ cents per hour to employes. Export division of Lear, formerly at 1860 Broadway, New York, has been moved to 50 Broad St.

KENNETH LITE after two years of radar work in the Navy has returned to the engineering staff of KALE Portland, Ore.

STEVEN C. GARCIA has returned to the engineering staff of WKBZ Muskegon, Mich., after service since September 1941 with Maritime Service radio training stations at Gallups Island, Boston, and Hoffman Island, New York. He was released as lieutenant.

ALDEN HUBBELL and **CHARLES MITCHELL** after Army service have returned to the control room of WBIG Greensboro, N. C.

TOM HOLUB, formerly with Northern Broadcasting Co., Timmins, Ont., has been discharged from the Canadian Army and has joined the operating staff of CKEY Toronto.

BILL DAVIS, transmitter engineer of WHO Des Moines, has been reelected to a two-year term on Mitchellville (Iowa) Town Council.

GAS SWITCHING TUBES to provide "efficient, high-speed, automatic transmit-receive service in super high frequency waveguides in radar and pulse time communication systems in the 8490-9600 mc range" have been developed by the electronics division of Sylvania Electric Products Inc.

CINEMA ENGINEERING Co., Burbank, Calif., has built Type 4031 program equalizer for use in broadcast and recording field. Unit provides wide variety of controls for equalization, attenuation or sound effects filtering and is graduated in 2 db steps. Attenuation is peaked at 100 cycles at low end of sound spectrum and a key selector permits switching high frequency peak equalization to 3, 5 or 10 kc.

PHILCO Corp., Radio Division, Philadelphia, has received the grand award of the Philadelphia Safety Council for greatest percentage reduction in accident frequency per million manhours worked in 1945. Company ranked highest among 137 plants.

STACKPOLE CARBON Co., Electronic Components Division, St. Marys, Pa., is producing line of molded bakelite coil forms with anchored "hairpin" wire leads. Inexpensive and easily installed, coil forms may be used for universal and tapped universal windings, solenoid windings, antenna or coupled windings etc.

FM Converter Gadgets Offered by Two Firms

SALVAGE of thousands of FM sets operating on the old 43-50 megacycle band has been made possible by the release to the public of new converters manufactured by Hallicrafters Co., Chicago, and Electronics Research Inc., Evansville, Ind.

Hallicrafters are now in production with a one tube converter to retail at $15, according to Nelson Case, chief engineer.

Appoximately 3,000 of these converters have already been produced. Less than 10% db loss over the band is possible with the new-type converter, Mr. Case stated.

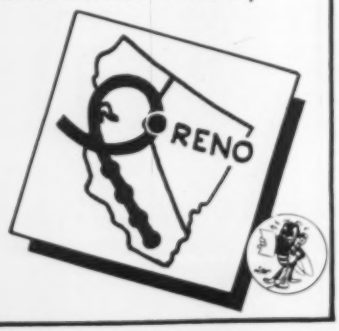
The Evansville company's converter transfers the old 43-50 megacycle band to the new frequency of 88-109 megacycles. It will retail at less than $5 to the public. WMLL Evansville, has already distributed 500 of the converters to its listeners at $2.50 for installation.

Du Mont 'Inductuner'

ALL DU MONT television sets will be equipped with a new type of tuning device, the "Inductuner," which without switching, will cover entire frequency range from 44 to 216 mc, taking in all 13 channels allocated to television by FCC as well as FM bands in that section of the spectrum, company reported last week. Paul Ware, inventor of system, in explaining device at a meeting of the Institute of Radio Engineers and Radio Club of America in New York, said that the "inductuner is superior in gain, image suppression, uniformity of band width, oscillator stability, operating simplicity and economy."

When you buy NBC
-be sure you get
KOH
SERVING ISOLATED AND WEALTHY WESTERN NEVADA

Only KOH, with 12 primary counties, gives satisfactory service to the 100,000 people in Western Nevada. As a result over 90% of these prosperous listeners dial KOH exclusively.



KOH—Reno, Nevada.
Established in 1928.
A McClatchy Broadcasting Company
BEELINE STATION.
1000 watts — 630 kilocycles.
National Broadcasting Company.

PHILADELPHIA'S No.1 Sports Station
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

PRODUCTION

LT. FRANK R. BAKER, announcer, writer and producer at WOW Omaha before entering the armed forces in December 1942, is to return to the WOW staff about June 1. He has been assigned to the Information and Education Branch of the India Burma Services of Supply, Special Services Section, since December 1943. During time he has written, produced and announced "Seven Crowded Days" series for VU2ZY New Delhi, among other duties.

BARRY SHERMAN, former serviceman and participant on McGuire Hospital service shows on WRVA Richmond, Va., has joined the WRVA production and announcing staffs. **BOB BEADLES**, WRVA music librarian, is confined to his home by illness.

LEE HIGBIE, released from the Army as captain, has been added to the announcing staff of WDNC Durham, N. C. In the Pacific area for 32 months, he served as Army Air Force intelligence officer.

MARIAN SEXTON, creator of a number of new women's features at KMOX St. Louis, has been appointed director of women's programs at WOL Washington effective April 15. She will conduct a daily morning program for WOL. Previous to KMOX Mrs. Sexton had been with WTAD Quincy and WMBD Peoria, Ill.

Mrs. Sexton

JAMES W. MINIUM, released from the Army after three years of service, has returned to the announcing staff of WMAN Mansfield, Ohio. He replaces **JAMES DONEY** who resigned to enter the Army. New addition to announcing staff is **JOHN P. (Pres) ROPER**, formerly with WKBN Youngstown, Ohio.

PAUL DEATON, released from the Army, has joined WMRN Marion, Ohio, as announcer.

ED McKAY, formerly chief announcer WATL Atlanta, Ga., joins WSGN Birmingham, Ala., as announcer following discharge from the Army. He replaces **BOB COLBY**, resigned.

JOHNNY DAVIS, announcer at WWSW Pittsburgh, is the father of a boy.

DALE JACKSON, chief continuity writer of KDKA Pittsburgh, April 29 is to fly to England for three week visit with his mother and four brothers whom he has not seen for 20 years.

BILL CARTY returns to his announcing post at WIP Philadelphia after Navy service.

MARIS MADEIRA has left the record department of WIP Philadelphia to return to ballet work in New York.

BOYD LAWLOR switches from WIP Philadelphia to production staff of WCAU Philadelphia.

MARY E. ROGERS is new continuity editor at KYW Philadelphia. She served as hospital recreation worker with the American Red Cross on Okinawa.

SAM SEROTA, educational director of WIP Philadelphia, is making personal appearances at Philadelphia public schools in conjunction with the station's "A Trip to the Zoo" program.

ALAN GANS, announcer at KYW Philadelphia, has signed a contract with RKO pictures. He'll be assigned to a summer stock company for training.

EZRA STONE, "Henry" of CBS "The Aldrich Family," is the father of a girl, Francine Lida, born March 29, which is also the birthdate of his two-year-old son, Joseph Seeger.

MILTON KATIMS, NBC staff conductor and viola soloist, will teach an advanced course for viola students at Juilliard Music Institute, New York.

JIM McMURRY, former Army sergeant and chief announcer of Armed Forces Radio Service in New York City area, has been added to the announcing staff of WPTF Raleigh, N. C. He was in service three years.

ED HIGGINS has resumed duties as early morning disc jockey at WDNC Durham, N. C., after three and a half years with Army Air Forces.

GORDON SHAW, announcer of WMAL Washington, married Ruth Payne of Veterans Administration, Washington, March 30.

JEFF SELDEN, WNEW New York staff writer, has been granted a leave of absence to go to Hollywood where he will do a series of shows for **MARTIN BLOCK**, conductor of WNEW's "Make Believe Ballroom," and Columbia Recording Corp.

SHERMAN FELLER has returned to WEEI Boston after three years in the Army. Formerly with "Dawn Patrol," he is now with "Club Midnight," a musical program aired Monday through Saturday 12:05-1 a.m.

HERB JOHNSTON joins announcing staff of WSB Atlanta after three years in Marine Corps.

WALTER WINDSOR, former conductor of "Your Neighbor" series on WMCA New York, has been released from Armed Forces Radio Service as lieutenant after three years of service and is now in New York. He has been in radio for 11 years.

ZELLA DRAKE HARPER, women's commentator of WIBG Philadelphia, has been presented the American Legion Auxiliary 1945 Award for her contributions to education, entertainment and community service.

WILLIAM E. SHEETS has been assigned to the continuity staff of WIS Columbia, S. C., replacing **LILY HENDERSON**.

NORMAN REED relinquishes his morning programs on WWDC Washington to devote fulltime to new position as director of program operation. **IRA WALSH**, formerly program director, has been appointed director of public affairs and assumes charge of all public interest programming for WWDC. **SIDNEY PETERS**, formerly assistant to Mr. Walsh, becomes assistant to Mr. Reed.

LES STURMER and **BOB KELLY**, both released from the Army, have rejoined the announcing staff of WMAM Marinette, Wis. **BILL GOODRICH**, also Army veteran and new to radio, joins station as announcer.

CLINT BUEHLMAN, early morning disc jockey of WBEN Buffalo, has received an award for "meritorious service and outstanding work in the field of public safety" from New York Safety Conferences.

LEW VALENTINE, former m.c. of "Dr. I. Q." (Mars Inc., Chicago) prior to entering the service, will return to that position next June. At that time **JIMMIE McCAIN**, who presently holds the position, will retire from radio to devote full time to the ministry. Mr. Valentine will continue to m.c. "Curtain Time" on ABC for same sponsor.

TED ARNOLD, program director of WHBF Rock Island, Ill., has been appointed chairman of the 1946-47 Rock Island Community War Chest campaign.

ELAINE N. GONDA, West Coast program director of Keystone Broadcasting System, is in New York for two weeks of conferences with home office executives.

BOB LALLY, discharged from the Army and prior to that announcer of WHYN Holyoke, Mass., under name of Mark O'Neill, has joined KGFJ Hollywood as announcer.

JIM BURTON, former staff announcer of KHJ Hollywood, has been asigned to weekly MBS "Spotlight Bands" series originating from that city.

HARFIELD WEEDIN, with Navy discharge, has joined ABC Hollywood as producer. Prior to service he wrote weekly "Dr. I. Q." program and also served as general manager of KTBC Austin, Tex. He was war program director of WFAA Dallas, Tex., 1942-43.

TOMMY DIXON, announcer of KHJ Hollywood, is the father of a boy.

C. G. RENIER, program director of KMPC Hollywood, gave a "Behind the Scenes in Radio" discussion as guest speaker of San Diego (Calif.) High Hatters Club on March 29.

LT. TED TOLL, ABC Chicago producer, on terminal leave from U. S. Marines after two years as air combat intelligence officer, is in Hollywood for several weeks.

BILL GORDON, released from the Army, has returned to Don Lee Broadcasting System, Hollywood, as writer-producer.

RUBEN GAINES, former producer, writer and anouncer for Mutual in Hollywood, has been added to program staff of KFAR Fairbanks, Alaska.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

HYEARD IT PLUGGED ON WDAY!

Because it is *listened*-to-more, by *more* people, WDAY can sell more clothes—or anything else—in Fargo's rich Red River Valley. Here are the listening figures, taken from the latest Conlan Survey:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA.

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

KLRA

Little Rock

Oklahoma Tire Supply Co.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

WAA, With Large Advertising Budget, Asking Stations to Carry Sustainers

WAR ASSETS ADMINISTRATION, new agency in charge of selling war surplus equipment, has asked broadcasting stations to carry two transcribed quarter-hour programs as a public service though it is operating under a flexible advertising budget of between $10,000,000 and $15,000,000 for the year.

So far 165 stations have informed WAA they will carry the discs on a sustaining basis.

The surplus disposal agency is considering, in its long-range advertising program, the possibility of institutional promotion on a nationwide basis. If such a plan is adopted, radio will receive serious consideration, according to William B. Hughes, WAA's acting director of advertising.

Thus far little air time has been used, he said, because the surplus operation is widely scattered and decentralized. Regional offices have limited quotas for advertising but are permitted to decide on media unless special promotion is desired. Practically all surplus sales are conducted by WAA regional offices, following original policy.

Some spot radio has been used in Detroit, Boston and a few other cities, according to Mr. Hughes, but the amount has been limited. Most sales are made to jobbers, wholesalers and retailers. WAA has had little direct contact with the public in its sales and has used catalog listings and technical journals with success.

A small proportion of war surplus is in the consumer goods field and these items usually are in short supply, Mr. Hughes said. Since there is no way of knowing what materials are going to be declared surplus at which time by U. S. agencies, WAA is unable to plan a definite advertising program.

Mr. Hughes, who formerly was a merchandising counsel and industrial engineer in New York before joining the old WPB during the war, considers radio an ideal means of developing a national demand for products. The present listings and catalogs, however, go direct to purchasing agents, wholesalers and others, he said. This plan has proved successful in moving the assorted lots that have come to WAA thus far.

Some projects involving use of spot radio on a national basis have been considered by WAA but they have not gone beyond the early discussion stage.

The transcription offered stations by WAA consists of an interview with Gen. Edmund D. Gregory, WAA Administrator, explaining the new surplus setup, and a talk by Scott W. Donaldson, in charge of surplus sales to veterans, which explains how veterans may buy surplus items under the revised procedure.

Radio information specialist of WAA is John F. Hanssen, recently out of the Army and formerly program director of KYSM Mankato.

DDT on WRBL

DDT is on the air! WRBL Columbus, Ga. has aired what is believed to be the first broadcast of a residence being sprayed with the insecticide. The Muscogee County Health Dept. and Columbus Chamber of Commerce are conducting a campaign to spray every house, and farm building with the solution, and WRBL is cooperating. "Test case" was the Reid home and chicken yard, spraying of which was broadcast in a half-hour program which included a musical group, The Troubadours, serenading the workers—and playing a funeral march for the bugs. Ed. Hennessy, program director was m.c.

Eastern Elects Cox

JAMES M. COX Jr., vice president of Cox radio stations (WHIO Dayton, WIOD Miami, WSB Atlanta) and newspaper chain, has been elected to the board of directors of Eastern Air Lines. He is a former lieutenant commander in U. S. Naval Reserve.

Mr. Cox.

Announcement was made by Capt. Eddie Rickenbacker, president and general manager of Eastern, following a meeting of the company's directors.

Awards Planned

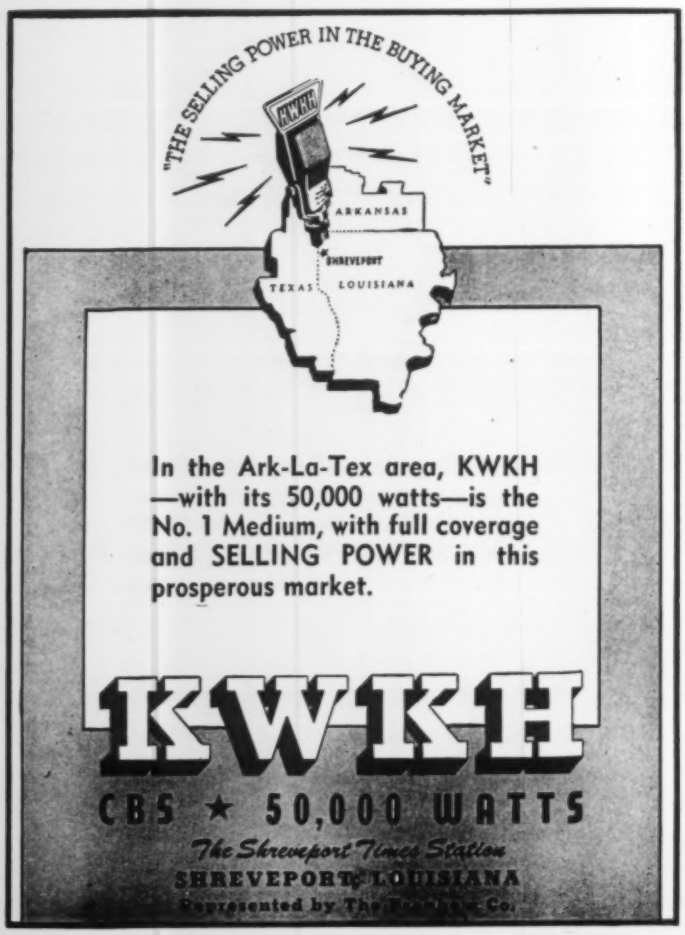
AWARDS FOR 1946 by the Association of Canadian Advertisers for outstanding services to Canadian advertising will be made in November by a committee headed by Harold E. Stephenson, Canada Starch Co., Montreal. Committee will be made up of nominees of various media organizations including Canadian Association of Broadcasters and Canadian Association of Advertising Agencies.

Swing Subscribes

RAYMOND SWING, ABC commentator, is one of a group of 57 individuals who have subscribed to stock in a company formed to establish a metropolitan FM station to serve several small cities in Ohio, including Oberlin, according to an application filed Monday with the FCC. Mr. Swing, an alumnus of Oberlin College, is listed for two shares of the total issue of 714 shares. None of the individuals is to own more than 8% of the stock. Applicant is Elyria-Lorain Broadcasting Co., Elyria, O.

Tube Data Available

DATA on European radio tubes are available at the Office of the Publication Board, Dept. of Commerce, Washington, in a report compiled by the Army Signal Intelligence Service. Report gives characteristics, photos, base diagrams and lists of equivalent tubes. One section relates RCA equivalents of many foreign tubes. Report may be obtained in photostat for $5 and microfilm for $1 (No. PB-15055) from the board.


"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT LOUISIANA

THE SPORTS STATION OF THE NATION!

- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

Hilmer and Davis Form Law Firm

New Washington Office Will Specialize in Radio

Mr. Hilmer

Mr. Davis

FORMATION of a new Washington law firm to specialize in government administrative and radio practice was announced last week by Lucien Hilmer, former assistant general counsel of the FCC in charge of the Broadcast Division, and John F. Davis, former solicitor of the Securities and Exchange Commission, recently released from the Coast Guard as a lieutenant commander. Offices have been established at 1700 Eye St., N. W., Suite 2. Phone is NAtional 6471.

Mr. Hilmer was named special counsel to the FCC in 1940 and shortly afterward became assistant general counsel. He left in 1942 to join the Board of Economic Warfare, supervising economic planning for liberated and enemy areas, and served there until 1945. His sucessor at the FCC was Rosel Hyde, recently named to membership on the Commission. Early this year, Mr. Hilmer joined the State Dept. supervising economic research and planning for occupation of Germany, Austria, Japan and Korea.

Mr. Hilmer was born in New York in 1908. He graduated from Williams College cum laude in 1928 and from Harvard Law School in 1931. He is a Phi Beta Kappa. From 1931 until 1935 he was with the law firm of Parker, Chapin and Flattau, New York. He began his Government carrer in 1936, serving until 1940 as assistant counsel and later associate counsel to the Senate Committee on Interstate Commerce during its investigation of railroad finance. Senator Wheeler (D-Mont.) was committee chairman.

Mr. Davis was born in Portland, Maine, in 1907 and graduated from Bates College in 1928 where he won his Phi Beta Kappa. He graduated from Harvard Law School in 1943 cum laude, and was a member of the *Harvard Law Review*. In 1932-33 Mr. Davis was with the law firm of Robb, Clark, and Bennett in New York. The following two years, he was attorney for the Petroleum Administrative Board of the Interior Department; 1936-37 assistant counsel to the Senate Interstate Commerce Committee during its investigation of railroad finance; 1937-43 assistant general counsel and later solicitor of the SEC; 1943-46 lieutenant commander U. S. Coast Guard Reserve attached to Chief Counsel's Office.

Schwimmer & Scott To Hold Auditions

SCHWIMMER & SCOTT, Chicago, last week announced a talent audition plan for Chicago. Beginning this month agency will embark upon a weekly series of talent auditions which are being designed to uncover promising network actors and actresses, especially among returning GI's.

According to Alan M. Fishburn, radio production chief for the agency, "The average Chicago working Thespian, with the exception of permanent leads on air shows, makes more dough and is heard on more net programs than his brother and sister AFRA-ites in New York and Hollywood.

"Talent in the $5,000 yearly bracket," Mr. Fishburn declared, "is a dime-a-dozen in New York and represents many top-flight people. In Chicago, that's just the beginning for most boys and girls. True, they work for what they earn, but there's nothing like work on any and all types of shows to insure the actor's becoming a master of his craft."

Mr. Fishburn said that all major S & S network and local production will continue to emanate from Chicago and added that there is plenty of proven talent still in Chicago and just as many potential actors and actresses awaiting hearings. He pointed out that if they can uncover three to six capable performers during the balance of the year, their audition plan will not be considered to have been in vain.

Simultaneous with the audition announcement, Mr. Fishburn said that Schwimmer & Scott will announce soon at least one, if not two, half-hour network shows to originate out of Chicago.

AFA Booklet

GETTING back to one of the fundamentals of advertising, the way in which advertising helps to increase the American standard of living, the Advertising Federation of America has issued a 16-page booklet, "Advertising and the Raising of Living Standards," written by Alfred T. Falk, director of research and education for AFA.

Personal Touch

THE INEVITABLE has finally happened at WBIG Greensboro, N. C. The station recently received a package addressed to: "Mr. W. Big, Greensboro, N. C."

Zenith Reports Loss

ZENITH Radio Corp., Chicago, and its subsidiaries in its report for the nine months ended Jan. 31, 1946, indicate a loss of $1,908,241 after depreciation, excise taxes, federal income, excess profits and reserves on renegotiation on war contracts. According to Commdr. E. F. McDonald Jr., president, the loss will be offset by the adjustment for carryback and a $2,250,000 tax refund. He predicts a profitable volume of radio sets in production by the end of this month, allowing the company to go into profitable production by May 1.

Bozeman Places

BOZEMAN CANNING Co., Mt. Vernon, Wash. (Pict-Sweet), May 26 starts *Hope Chest* on 10 CBS Pacific stations, Sun. 2:30-3 p.m. (PST). Contract is for 52 weeks. Featuring Jimmy Wallington as m.c. program has an audience participation format using about-to-be-married couples. Ruthrauff & Ryan, Seattle, services account.

KFMB Sells SAN DIEGO

There are 20,775 New Jobs in San Diego —twice as many permanent residents as in 1940— all dominated by KFMB, right from within. San Diego's expanding market can be yours economically on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

An All-Time Favorite

GEORGIA ON MY MIND

Published by
Peer International Corp.

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

A HOOPER
that "spells" . . . . .
W-L-A-P
for the Bluegrass
KENTUCKY'S 2ND MARKET

HOOPER LISTENING INDEX—FALL 1945
Lexington, Kentucky - City Zone - Coincidental Calls 12,447

MORNING INDEX	WLAP	"B"	"C"
Monday thru Friday 8 A. M. to 12 Noon	54.5	28.5	15.1
AFTERNOON INDEX	WLAP	"B"	"C"
Monday thru Friday 12 Noon to 6 P. M.	42.2	27.3	28.4

• ONLY WLAP— fully and exclusively serves the rich Lexington Bluegrass.

WLAP
A NUNN STATION

Miller Welch, Manager
Lexington, Kentucky
Represented Nationally by The John E. Pearson Co.

Hon. A. J. Durante
J. Walter Thompson Co.
New York City
Dear Al:
I hope you read about our boys from W. Va. University playing a bang-up game of basketball in the Garden a couple of weeks ago. The folks down here sure knew about it because we carried the games direct from New York with our sports man, Ernie Saunders, covering the event like a regular Big Leaguer. Yessir, have to take my hat off to that fella. Course, that's the kind of staff we have down here . . .nothing but the best!

Yrs,
Algy

WCHS

Charleston, W. Va.

PROMOTION

CORN BELT Plowing Match and Soil Conservation Field Day has been set for Sept. 21 and is to be sponsored by WHO Des Moines in cooperation with Soil Conservation Service. Site for the event will be chosen somewhere in Iowa. Under the supervision of Herb Plambeck, WHO farm service director, and Clay Barnett, Knoxville District SCS official, Field Day plans in addition to providing for resumption of the plowing match on a national scale also call for reconversion of a demonstration farm from conventional cropping methods to modern conservation practice. County, disdrict and state competitions will decide participants in national plowing match.

Durwood Kirby Winners

CONTEST inspired by a newspaper advertisement inserted by Script Writer Art Henley as a joke on Durwood Kirby, m.c. of "Honeymoon in New York" on NBC, called "What is a durwood kirby?" was won by Frank Hokins of Stony Creek, Conn. His interpretation of a "durwood kirby" is a surrealist figure carved, cut and assembled from the natural growth of a Christmas tree combined in a plastic wood ensemble with elm, maple, red cedar and wistaria on a base of sumac. He was awarded $500 as top winner and Mrs. Doris Cochrane of Toronto, Canada, also received same amount for best written description of a durwood kirby. Award was made at a luncheon held April 3 at the Waldorf-Astoria Hotel in New York. Twenty-five winners were awarded $10 each in the created and written description categories.

WLW Market Survey

EXTENSIVE survey of sales by commodities and outlets in the market area of WLW Cincinnati is presented in brochure prepared by the station for distribution to the trade. Styled for convenient filing, brochure gives breakdown of population, families and radio homes with percentage for each of 330 counties claimed as "WLW Land." Figures on the wide variety of commodity and outlet sales are classed individually as well as given in subtotal and total groupings.

Milwaukee Cruise

SIX-HOUR lake cruise aboard the S.S. Milwaukee Clipper will be given evening of May 26 by The Milwaukee Journal and affiliated stations, WTMJ and WTMJ-FM, for those attending the forty-second annual convention of the Advertising Federation of America. Convention will be held in Milwaukee May 26-29. Harry J. Grant, chairman of the board of the Journal, and Irwin Maier, paper's publisher, are former presidents of the Advertising Club of Milwaukee which currently is headed by Russell G. Winnie, manager of the stations.

WAPI Host to 20,000

CITIZENS of Birmingham, Jefferson County and North Alabama took a total of 20,000 tickets to the WAPI Birmingham free 1946 Radio Show, held 2-6 p.m. March 31 at Municipal Auditorium. New radio models of more than 20 manufacturers were shown along with demonstrations of AM and FM and of the new GE wire recorder and also Brush tape recorder in its first public showing. Handy-talkies were also shown with other heretofore secret U. S. Army electronics developments.

West Coast Brochure

CHRONICLING success factors of "Lux Radio Theatre," CBS Pacific Network has prepared an elaborate brochure titled "Hollywood's Foremost Radio Ambassador." Accompanied by a personal letter from Donald W. Thornburgh, CBS Western Division vice president, brochure is illustrated in four colors and reviews the 11-year old program covering motion pictures adapted, top talent presented, audience size and program's war-born expansion.

Personality Folder

FOLDER titled "China Visitor" has been distributed by NBC in behalf of Irene Kuhn, returned to network as assistant director of information, who is credited with having many "firsts" in her coverage of the Orient. Illustrations in folder are from Mrs. Kuhn's Pacific journeys. Story of her career has world map as a background.

Radio Exhibit

NEW JERSEY State exhibition, The History of Radio, at state's museum in Trenton was officially opened April 1 by special broadcast on WTTM Trenton in which Gov. Walter E. Edge and others participated. Tracing industry's growth during past 25 years, exhibit will continue through June 2. Historic material and equipment is included in display. Exhibit will be promoted further by WTTM with weekly quarter-hour broadcast.

Preview Pamphlet

PAMPHLET has been distributed announcing forthcoming issuance of a 64-page booklet containing complete address of Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago (radio research) before the Radio Executives Club of New York, titled "Twelve Common Misconceptions or Errors in Radio Research."

Music Program Schedule

IN ADDITION to distribution of regular monthly schedule of programs broadcast by WINX Washington, station monthly is mailing to Capital music fans a complete schedule of its music appreciation programs for coming month. Schedule is divided into individual program sections with full listing of compositions, composers and performers.

WCCO Folder

FOUR-PAGE colored pamphlet extolling honors gathered by Cedric Adams, newscaster-m.c., in surveys and popularity ratings has been distributed by WCCO Minneapolis. Northwest poll rated him second only to "Lux Radio Theatre," CBS feature broadcast by WCCO, giving that station two top places in poll, according to folder.

Merchants Aid Promotion

PUBLICIZING the 1400 kc frequency of WTON Staunton, Va., new ABC affiliate which recently commenced operation, local merchants have featured window displays with merchandise specially priced at 14c and $14.00, while leading restauranteurs served "WTON Sandwiches, 14c" and "American Network Spaghetti."

Hobby Show

THIRD annual Arts, Crafts and Hobby Show of WTAG Worcester, Mass., and affiliated Worcester Telegram and Evening Gazette is being held in WTAG conference rooms and is open to public. Staff members of the station and papers are displaying war photos, gun collection, novelty jewelry, dolls, paintings, sketches, etc.

KWK Paper

MONTHLY house organ is being published by KWK St. Louis with title of "KWK News" and containing staff and feature news.

Promotion Personnel

RICHARD PACK last week returned to his position as publicity director of WOR New York after three years in the Army Air Forces. **CHARLES OPPENHEIM**, publicity chief in Mr. Pack's absence, has been appointed to new post of director of exploitation. He will concentrate on agency contacts and regional public relations. **ROBERT BLAKE**, former night press editor, is reassigned to day side.

R. E. WHITE, public relations and educational director of KDKA Pittsburgh, has been selected as a consultant for the Pennsylvania branch of the National Association of Secondary School Principals, which will hold a conference for school administrators and teachers at California State Teachers College, California, Pa., June 26-28.

DICK LaFALCE, formerly with Warner Brothers Theatres and released from the Army, has been appointed director of publicity and public relations for WWDC Washington.

BURT HARRISON, merchandising manager of KTSW Emporia, Kan. has been released from the Army and resumed station duties.

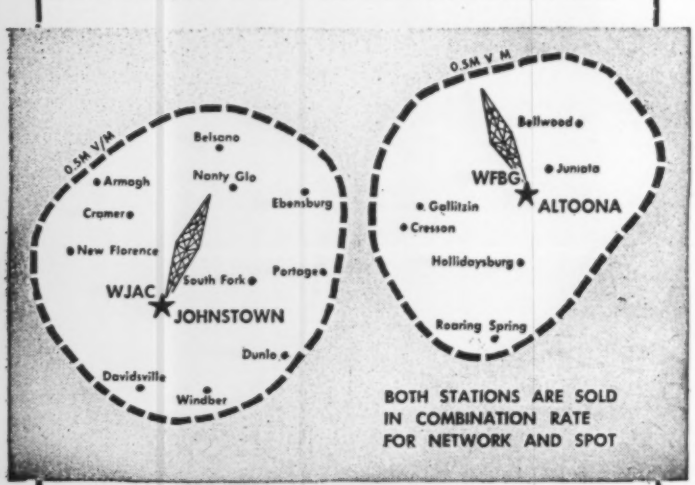
DOROTHY LEFFLER, chief of magazine department of CBS New York press information service, is in Hollywood for three weeks conferring with network Western Division publicity staff.

DEAN MOXLEY has been appointed to head the promotion and publicity departments of KFI Los Angeles effective April 15. **JIMMY VANDIVEER**, released from Navy as lieutenant, becomes public service director and will be in charge of all public service programming. Mr. Moxley for two and a half years has been assistant to **J. G. PALTRIDGE**, promotion and public service director, who resigns to head San Fernando Valley Broadcasting Co., new station applicant [BROADCASTING, March 25]. Before his Navy service Mr. Vandiveer for six years had been special service director and in his new post also will handle special events.

EARL RUTLEDGE has joined KGER Long Beach, Calif., as promotion and publicity director succeding **WENDELL NEELY**.

WJAC JOHNSTOWN — NBC — **WFBG** ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

WFMJ SELLS The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

PROGRAMS

NEW audience participation show has started on WOR New York under title "Daily Dilemma" and broadcast Monday through Friday 2-2:30 p.m. Presenting dilemmas encountered by everyone during every day life, program introduces novel commercial format. Members of studio audience are quizzed after announcement is aired to test their absorption of the advertised facts. Following companies have bought time on show: Potter Drugs & Chemical Co., Malden, Mass., through Atherton & Currier, New York; Readers Digest Assn., Chappaqua, N. Y., through BBDO New York. I. J. Fox, New York, through Lew Kashuk Adv., New York; Colgate-Palmolive-Peet, Jersey City, Supersuds through William Esty & Co. and Veto through Ted Bates Inc., New York; Ex-Lax Inc., Brooklyn, through Joseph Katz Co., New York; Associated Labs., New York, through Grady & Wagner Co., New York; Garrett & Co., Brooklyn, Ruthrauff & Ryan, New York.

Student Rally Hears Game

TWO THOUSAND University of California students were able to listen to a play-by-play broadcast of the University of California-Ohio State National Collegiate Athletic Assn. invitational basketball tourney playoff game held at Madison Square Garden, New York, through facilities made available by re-created direct wire report over KLX Oakland. Students rallied at Greek Theater on Berkeley campus where game was aired over public address system. Cheers and band numbers were picked up by means of station cue and included with broadcast to Northern California basketball fans.

WSB Religious Program

WSB Atlanta, Ga., has turned over its Sun. 8:30-9 a.m. period to the Southern Radio Religious Conference. Four segments of 13 weeks each have been allotted to the Baptist, Methodist and Presbyterian Churches which are taking turns in presenting series of programs. Featuring each week a prominent speaker and choir, program is carried by a southern network of stations from Maryland to Texas.

Visitor Interviews

INTERVIEWS with motorists as they enter Miami, Fla., constitutes format of new program on WQAM Miami titled "Welcome Visitor." Accompanied by member of police force, Bill Carey of WQAM welcomes motorists, presents them with booklet on local traffic rules and awards each with a "good luck" silver dollar. Monday through Friday quarter-hour program is sponsored by Biscayne Dog Track.

WWDC Congress Series

WWDC Washington starts new series "Congress Reports" on April 8, 10:45-11 p.m. Among first to appear on program, to be heard Monday, Tuseday and Thursday 10:45-11 p.m., are Sen. Glenn Taylor (D-Idaho), and Congressmen Hugh DeLacy (D-Wash.) and Edwin A. Hall (R-N. Y.). Transcriptions will be made of each program for distribution in each guest legislator's home district.

Opera Poll Results

TEXAS Co., New York, March 30 during the broadcast of "Die Walkure" on ABC, final Metropolitan Opera presentation heard this season, announced results of poll taken to select next season's works. Out of 122,060 ballots cast, "Aida" was first in listeners choice with 16,345 votes, followed by "Carmen," 13,257; "Traviata," 11,749, and "Tristan und Isolde," 11,312. In second group, consisting of works occasionaly heard, "Hansel and Gretel" won first place with 14,654 followed by "Boris," 12,740; "Rosen Cavilier," 12,598 and "Othello," 11,343.

WHO Flying Service

NEWS EDITOR Jack Shelley of WHO Des Moines has completed arrangements with Iowa Aeronautics Commission for station to carry special airport and flying conditions as reported by 20 state airports. Airports will file telegraphic reports anytime there is a major change in conditions which affect the flying public. Station for a number of years has presented highway and road conditions in cooperation with Iowa Highway Commission and the Iowa Highway Safety Patrol.

WHOM University Series

RUTGERS U., New Brunswick, April 10 starts for six weeks a weekly program, "The Rutgers Almanac of the Air," on WHOM New York, Wed. 5:30-6 p.m. Henry C. Beck, editor of Rutgers University Press, will relate interesting yarns on Jersey folklore. Musical selections by university students will be included.

Service Area Emphasis

PLANNED to remind listeners that WOWO serves a considerably larger area than Fort Wayne, Ind., alone, station is presenting three weekly "Tri-State News" program. Devoted to local news of the 64 counties in WOWO primary coverage area in Indiana, Ohio and Michigan, program includes interviews with newspaper editors and other personalities of the various sections of the region.

WKY Club Aid

MONDAY through Friday "Woman's World" series of WKY Oklahoma City is starting a weekly program featuring the English brides of Oklahoma men. Program will act as information medium for a state-wide club formed in Oklahoma City for such women, will assist in teaching them U. S. and Oklahoma Constitutions and related civic and home matters.

CKNX Farm Service

FARMING COMMUNITIES through the county federations of agriculture are airing a weekly program "The Farmer Speaks" on CKNX Wingham, Ont. Emphasis of program is on community work, farm forum groups and junior farmer groups, with musical portion of program supplied by talent from the five counties in the CKNX area.

University Workshop

COOPERATING with University of California and as a public service, KROW Oakland, Calif., has started weekly 30 minute "California Workshop." Besides college news and interviews with campus personalities, broadcast includes drama by Workshop Players and selections by University Glee Club.

Facts on New York

WLIB New York in cooperation with the Museum of the City of New York on April 6 began a weekly series "This Is Your Town," Sat. 6-6:30 p.m. Program features military history of New York and contrasts events of today with events of the past about the town's institutions and people.

Guest Policy Extended

BRISTOL-MYERS Co., New York (Sal Hepatica and Mum), will extend its guest star policy started Jan. 22 for 13 weeks on the "Alan Young Show," ABC, Fri. 9-9:30 p.m., through May 24. Agency is Doherty, Clifford & Shenfield, New York.

Faculty Forum

FACULTY members of Rutgers U. are featured in a new three-weekly commentary on the UNO Security Council sessions on WAAT Newark, N. J.

Receives Third Award

THIRD AWARD in three weeks has been received by "America's Town Meeting" during program on WJZ New York, 8:30-9:30 p.m., when Youthbuilders Inc., representing more than 3,000 New York City public school pupils, presented a parchment scroll with inscription "To 'America's Town Meeting' for outstanding service in helping to build the peace," to George V. Denny Jr., moderator of program and president of Town Hall.

Geography by Radio

WEEKLY adult education series comprising a radio course in all aspects of global geography started on WMCA New York April 1 under title of "Background for Peace." Program is planned in cooperation with an advisory board of educators and features Johnson E. Fairchild, traveler, geographer and Hunter College instructor.

Yankee Quiz Program

AWARDING surprise prizes to contestants correctly answering questions given by Verne Williams, "Yankee Quiz Bazaar" started April 1 on Yankee Network as afternoon women's feature program. April 8-12 quiz originates from Boston's Home Builders and New Products Show at Mechanics Building.

Victor Record Show

SPONSORED by the Record Bar of Frederick (Md.) Appliance Co., "Victor Varieties" program has started on WFMD Frederick as weekly half-hour broadcast featuring all RCA Victor recordings and albums.

Schedule Increased

CFPR Prince Rupert, B. C., leased early in the war by the CBC to supply programs to Canadian and American troops on the Northwest Coast, has extended its program activities to 16½ hours of broadcasting daily, 7:30 a.m. to midnight.

WIZE Public Service Series

ENTIRE proceedings of the City Commission of Springfield, Ohio, now is broadcast by WIZE Springfield which in addition also is presenting a program by City Manager Harold Fross.

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives

New York • Chicago • Philadelphia

KICKIN' UP MUCH DUST AT STAMPING GROUND (Ky.)?

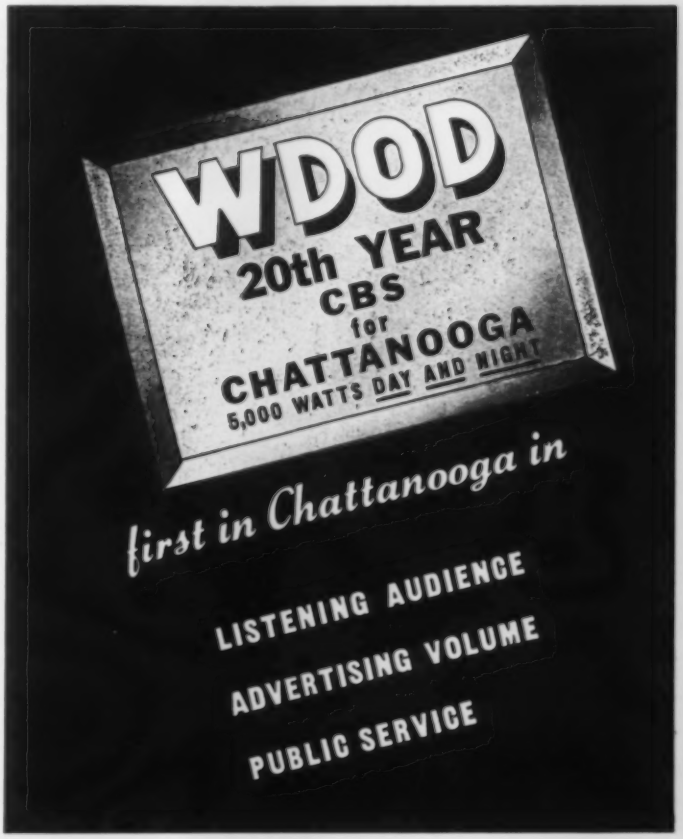
You might kick up a lot of dust at little Stamping Ground (Ky.), but you wouldn't stir up many sales. The only section of Kentucky in which you'll stub your toe on *sales* is WAVE's Louisville Trading Area—where you'll trip, fall and stumble over more big business than you can in the rest of the state *combined!* Where there's smoke there's fire, but where there's dust—it usually gets in your eyes!

LOUISVILLE'S WAVE

5000 WATTS . 970 K.C. N.B.C.

FREE & PETERS, INC.

National Representatives



WHEN YOUR PLANS CALL FOR SPOTS

CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Time Sales of 50 kw Stations Up 4.3% in 1945, FCC Reports

NET TIME sales of the 53 standard 50-kw stations in the U.S. during 1945 totaled $60,981,196, an increase of 4.3% over the previous year, according to preliminary figures issued last Monday by the FCC. Net times sales, as reported by the Commission, are gross sales after deducting fees to agencies.

Increases in net times sales were reported by 40 of the 53 stations, the Commission said, with 13 stations showing decreases. A gain of $500,000 in sales was recorded by one station; increases of $100,000 to $300,000 by four stations; and gains of less than $100 each by the remaining 35. Losses in net time sales by the 13 stations ranged from $300 to $221,664.

Sales of time by the 50-kw stations to the major networks during 1945 accounted for $21,772,835, or 35.7% of total net time sales. The receipts from networks constituted 37% of total payments made by the major networks to all affiliated stations in 1945.

The Commission had previously reported gross time sales of the four major networks during 1945 at $128,533,216 and net time sales at $109,134,943. The latter figure was composed of payments to affiliates of $57,398,609 and a balance retained by the networks of $51,736,334 [BROADCASTING, March 25].

Data on time sales of other than 50-kw stations will soon be made public, it was learned, followed by a breakdown of sales of the various classes of 50-kw stations. Later, the Commission will issue reports on sales of regional stations.

The material is being compiled from annual reports filed with the Commission by all stations. Deadline for filing this year was extended to April 1 instead of March 1 as in previous years. A comprehensive report of station and network sales during 1945 will be published in the latter part of 1946.

Radio Set Count Urged For Western Hemisphere

INCLUSION of a question on radio set ownership will be considered by the Committee on Census of the Americas for 1950, now being organized under auspices of the Interamerican Statistical Institute. The committee will serve as advisory body in the first joint hemisphere census, a project of the Institute.

Advantages of a radio census have been presented to Senor Dr. Don Antonio de los Monteros, Mexican ambassador, who expressed interest in the idea and planned to forward it to his government. Representing the United States on the joint census committee is Dr. Halbert L. Dunn, chief, Vital Statistics Division, Census Bureau.

Attention, Girls!

"DEAR sir", began the letter to *"Exchange, Trade and Swap,* public service program of KWJJ Portland, Ore., "I lecen on your program at 7: A. M. on swap or tread. I like to get some advise from you it may be foolish to you and I supose it is I am a man 55 years old so dont Blame me fort. I dont drink I dont go to dances saving my money Bild a home all paid fort and I am loncem in my home. I never head ben maried in my life the house is all complet all I ned in it is a women to keep my house clean. so one day I lecen to your trad and swap tryed to see if there is some one wants to swap her self for a house in the olden days there youse to Be a club house where we could joine a club house and pick up a women there they youse to send there pitcure of them self give there age and asking to write to theme. is there such a think now or what can be don to catch one What is your advise on that Will be glad to here from you."

Wildroot on ABC

WILDROOT Co., Buffalo (hair tonic), on April 16 starts *Dark Venture* on ABC Pacific network for 52 weeks, Tues. 8:30-9 p.m., with option to extend to coast-to-coast network. Agency is BBDO, New York.

Six-Station Network in Philippines Expected to Start by Jan. 1, 1947

FORMATION of a six-station network in the Philippine Islands, expected to be on the air by Jan. 1, 1947, was announced last week in New York by Norman Paige, one-time ABC correspondent in the Pacific, and general manager of Philippine Broadcasting Co.

The projected network's key station in Manila will begin operations next July 1, with its air debut timed to capitalize on the celebration of Philippine independence, scheduled for July 4.

Call letters of the Manila station are tentatively KPOI. It will operate on 1,000 w AM and simultaneously on 1,000 w FM and 3,000 w shortwave. The other five stations, each of which will broadcast on 1,000 w AM, will be situated in Tacloban, Iloilo, Cebu, Davao and Zamboanga.

The network relay will be by point-to-point shortwave utilizing highly directional antennas. Studio and transmitter equipment is now en route to the Islands.

The company was organized by several Manila businessmen, according to Mr. Paige, and will have as its executives mostly Army or Navy personnel who served in the Islands during the war.

The network will broadcast a 7 a.m. to midnight schedule, expects the shortwave signal of its Manila station to reach most points on the China Coast as well as many of the inhabited islands surrounding the Philippines.

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.

POPULATION

Metropolitan Texarkana	— 52,392	(January 1, 1945)
Retail Trade Area	—331,420	
Wholesale Trade Area	—416,267	(1940 Census)

Reappraisal

(Continued from page 17)

11:30 a.m. at the RCA Laboratories at Princeton. Here the delegates visited a television studio, witnessed video pictures picked up by the new RCA Image Orthicon camera tube and received in black-and-white on sets equipped with RCA's new metal coated tubes which give the images a brilliance lacking in prewar receivers. Then they journeyed to the Princeton Inn, about two miles away, where they were given a demonstration of color television, transmitted on a beam from the laboratory they had just left, on a frequency of approximately 10,000 mc. Program, produced by Ed Sobol, NBC video producer, was of live talent, featuring a magician, a singing duo, girls, multicolored materials and Jinx Falkenberg as mistress of ceremonies.

E. W. Engstrom, vice president in charge of research at RCA Laboratories, conducted the demonstration, explained the equipment and voiced RCA's opinion that color television is at least five years away and that when it comes it will be fully electronic. Demonstration was described as a condensed version of that given the press four months ago [BROADCASTING, Dec. 17]. Welcoming committee also included Orrin Dunlap, RCA director of advertising and publicity; Frank E. Mullen, NBC vice president and general manager; John F. Royal, NBC vice president in charge of television; O. B. Hanson, NBC vice president and chief engineer.

View CBS Developments

After lunch in Princeton, the FCC party entrained for New York and at 4:45 p.m. their second demonstration of telecast color commenced at the CBS headquarters. Here they also saw a repeat performance of one given the press some weeks ago [BROADCASTING, Feb. 4] and subsequently to other groups of broadcasters, advertisers, agency executives, etc. This demonstration, composed entirely of film subjects, was broadcast from the CBS transmitter about a half-mile away on a frequency of about 500 mc.

Worthington Miner, manager of the CBS television department, who conducted the demonstration, and Dr. Peter C. Goldmark, director of engineering research and development, explained the operation of the CBS equipment, emphasizing that the transmitter is a commercial model and not a special laboratory set-up. Frank Stanton, CBS president, contended that CBS's faith that color has already made black-and-white television obsolete has been backed up by leading advertising executives who have seen CBS demonstrations.

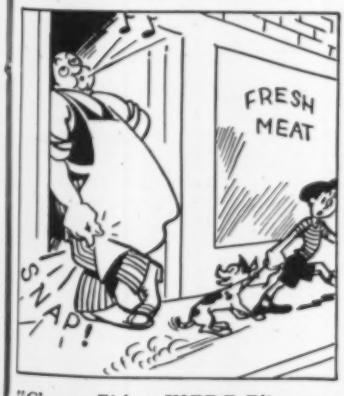
Demonstration and the following question period ran until after 6:30 p.m. The group, including Joseph H. Ream, CBS vice president and secretary; Frank K. White, vice president and treasurer; Lawrence W. Lowman, vice president in charge of television; Adrian Murphy, vice president, and Leonard Hole, director of the CBS television plans division, then adjourned to the Berkshire Hotel for dinner.

Visit Du Mont Station

At 9:30 p.m. CBS turned the Commission party over to Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, and a number of his company's executives, including Leonard F. Cramer, vice president; T. T. Goldsmith, chief engineer; Mortimer Loewi, assistant to the president, and Samuel H. Cuff, manager, WABD, Du Mont video station in New York. Next stop in the tour was Wanamaker's department store, where the FCC delegation was shown the new Du Mont-Wanamaker studios, most ambitious of any video station to date, which are to be formally opened on April 15.

Central studio, rebuilt from the store's auditorium, has a 50-foot ceiling and a viewing balcony accommodating 700 spectators. It is to be equipped with four cameras. Flanking it are a three-camera and a two-camera studio. Visitors saw the company's latest model telecasting apparatus with which the studios are being equipped. They were also shown new video lighting equipment with which Du Mont has been experimenting—lamps encased in heat absorbing glass, designed to eliminate the intensely heated studios that have been one of the major troubles of television.

It was after 11 p.m. when the party left the store for the train back to Washington. They had seen television as it is in the RCA Laboratory, as CBS would like to make it in the near future, and as Du Mont is going ahead with it today. The FCC members and their staff undoubtedly had formed some opinions, reached some conclusions from what they had seen. But as they piled into their Pullmans they were still politely noncommittal.



"C'mon, Fido—WFDF Flint says there's a shortage—"

Video Operations Deficits Will Range Up to $150,000 Monthly, Says Trammell

PREDICTING a national television network by 1949, Niles Trammell, NBC president, at a Thursday news conference in Hollywood, declared that RCA has invested 15 million dollars and NBC 4 million in black-and-white television and that his network will go ahead with plans for rapid development of visual broadcasts.

NBC plans a $520,000 investment in Washington, with a monthly deficit operation of $60,000. In Los Angeles, should FCC grant NBC's application, network will spend $385,000 for installation with continuing monthly operation of $100,000-$150,000. Assuming FCC approval, Hollywood station will be in operation by the fall of 1947, said Mr. Trammell.

NBC hopes to break even by the end of the third year, he said, and put television on a paying basis within five years.

Heavy withdrawals of black-and-white television applications from FCC in recent weeks [BROADCASTING, April 1] were attributed by Mr. Trammell to confusion arising over the question whether to wait for color.

NBC engineers estimate color is five years off, he said. Meanwhile, Mr. Trammell added, NBC will go ahead with black-and-white plans.

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Covers Oklahoma City Buying Area—Oklahoma County and Six Adjacent Counties

KOCY
OKLAHOMA CITY
A MUTUAL STATION

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

Mother
Father
Brother
Sister

listen most to

WNOX

family listening increases sales to families

YOU GET
KNOXville
PLUS
WNOXville

REPRESENTED BY The BRANHAM Co.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

CPA Order

(*Continued from page 17*)

not yet operating. No broadcasting cases have been handled in Washington, aside from the inquiries. All cases over $1,000,000 are automatically referred to Washington by district managers.

Will Welcome Inquiries

CPA officials have indicated informally that they will welcome all communications from stations or interested groups on the peculiarly difficult position in which broadcasting is placed. The more indications of adverse effect on reconversion and employment CPA receives, the more it will be convinced that special consideration may be necessary.

Affected by the order is some $200,000,000 in AM, FM and television expansion, involving not over $50,000,000 in actual structures. Paul Porter, while FCC chairman, estimated an overall $5,000,000,000 radio expenditure in the next few years. This includes such related industries as set manufacturing. The whole program involves a minimum use of building materials.

Radio's public service responsibility is conceded by CPA in Washington. An easing of enforcement inspired at the top level would prove an important factor in the attitude of local managers and advisory boards.

An example of official confusion was noted when one CPA district manager told BROADCASTING that he interpreted the order as applying to towers. CPA officials had told BROADCASTING they were not interested in towers since they did not consume scarce materials. Moreover the FCC, after conferring with CPA, had issued a statement March 29 explaining that towers, panel boards, transmitters and similar equipment did not come within the $1,000 limit.

As CPA gathers experience it will endeavor to straighten out these misunderstandings but some miscarriages of justice may occur in the meantime.

In a check of equipment manufacturers BROADCASTING found only one case in which the CPA order was viewed as crippling. Most transmitter firms pointed out that they had backlogs of orders. A few conceded they had heard from worried buyers but said they had not suffered any actual cancellations.

Most manufacturers felt that holders of 250 w CPs would be able to get by in improvised structures without passing the $1,000 limit. With both equipment and towers in short supply, they felt any delay in starting of new stations would provide a chance to catch up with orders. A number of plants have been shut down by strikes, most of which have been settled.

"Millions" at Stake

In his letter to the CPA Mr. Wunderlich pointed out that millions of dollars in transmitters and hundreds of jobs are at stake in his company. He asked an audience with Administrator Small to present the situation in detail in an effort to work out a plan for more liberal use of materials in the construction of new FM stations.

"The engineering and production is being carried on with about 1,000 people," Mr. Wunderlich said, "ranging from high-priced engineers down to production personnel in the plant, and it will be necessary for us to terminate the employment of all these people unless the restrictions on building, which is needed for the radio transmitter station house and studio, are relaxed so as to permit an expenditure of at least $15,000 per project.

"We fear that your local committees will give very little consideration to applications filed by radio stations for such buildings because you unfortunately classified radio stations in the same category with gas stations and poolrooms.

"Unless we proceed immediately with the installation of new FM stations you are placing in jeopardy some one million jobs and the entire radio set production industry because the future therein is so firmly bound up in the production of new FM receivers that the failure to install the broadcast stations themselves will result in no sale for FM receivers, which would otherwise be purchased in large quantities by the radio listening public.

"We have on hand millions of dollars' worth of material in various stages of fabrication, all of which is of no value under the present CPA ban on civilian construction. Thousands of other peo

O'BRIEN, DORRANCE OPEN PROMOTION CO.

Mr. O'Brien

Mr. Dorrance

PROMOTION service, known as O'Brien & Dorrance, has been established by Harry F. O'Brien, art director of CBS, and Dick Dorrance, promotion director for CBS-owned stations. They leave CBS soon to take over the new partnership.

Firm, at 95 Park Ave., New York will specialize in high quality booklets and folders. It will operate independent of any printing house, art service or other concern, and will not attempt to assume the functions of regular advertising agencies or public relations groups.

Mr. Dorrance has been with CBS since 1943. Prior to that time he was with several newspapers, AP, and WOR New York. In 1940 he became director of promotion and then general manager of FM Broadcasters Inc. He has also been with OWI as special assistant to Elmer Davis. Last year his promotion for Columbia-owned stations won eight certificates of merit from the Direct Mail Advertising Assn.

Mr. O'Brien joined CBS in 1930, left to form his own art service and returned as wartime art head in 1942. He was previously art director of Lennen & Mitchell, and this year won the Art Directors' Club Medal from the Direct Mail Advertising Assn.

SPONSORS ARE SINGING OUR PRAISES

REASONS: An aggressive, enterprising promotion and publicity department exploits our sponsors' products, programs and stars to a fare-thee-well, through **window displays,** WSGN's **trade paper, direct mail, transit cards, personal calls** on wholesalers, and **Newspaper ads.**

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

An All-Time Favorite

WE COULD MAKE SUCH BEAUTIFUL MUSIC

Published by Broadcast Music, Inc.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

ple will be affected and perhaps join the rank of the unemployed in allied industries, such as radio towers, radio studios and other related fields where the material and labor involved has no point or application to the construction of homes for veterans."

TBA's Protest

In its protest to CPA, Television Broadcasters Assn. said the industry is "deeply concerned with the extent to which Order 1 is applicable." It stated that the television industry had been seriously retarded by the war and "desires to prevent the imposition of further obstacles to its development."

TBA pointed out that video development is the result "of scientific research by American scientists and manufacturers and results from a total investment of more than 25 million dollars. The order would seriously jeopardize if not destroy the investment and the benefits of research, it was stated, since manufacturers of television transmitters and equipment are dependent on construction of television stations and studios.

The employment factor was sited by TBA, which contended development of video and construction of stations and studios will result in greater employment of technically trained ex-servicemen in television and related industries. Thus the order strikes directly at employment within the industry, TBA said.

"Continued development and unhampered growth of the television industry will provide educational advantages and entertainment benefits to millions in the near future, says TBA, and advantages and benefits will be indefinitely postponed by the order, which therefore "is not consistent with the public interest."

In a question-and-answer primer covering its construction order CPA last week covered several points of interest to broadcasters. Three of the questions, with answers, follow:

Q—Does the building of a radio broadcasting building and tower require authorization?

A—Construction of an independent tower does not require authorization as the tower does not come within the definition of "structure" in the order. Buildings in connection with the tower would require authorization. The radio broadcasting industry itself is classified in the order as commercial and therefore would come under the commercial job exemption of $1,000 each on separate jobs.

Q—How does the exemption of a $1,000 job on commercial building apply to the renovation of an office building?

A—If a job is being done on the entire building, such as replacing the hall flooring, authorization must be obtained if the total cost runs over $1,000, even though the job may be performed over an extended period. But if several individual offices in the building are being renovated when they become vacant, each renovation would be considered a separate job and would be exempt if below $1,000.

Q—Does the order prevent the repair of mechanical equipment in a commercial or residential building?

A—The order does not restrict the repair of mechanical equipment (equipment used to operate a building or other structure, such as plumbing, heating, ventilating and lighting equipment).

KOB to Continue 770 kc Operation

FCC Denies ABC Plea; Reply To Dempsey Charges Filed

KOB ALBUQUERQUE, N. M., will be permitted to continue temporary operation on 770 kc, clear channel used by WJZ New York, under an order adopted Thursday by the FCC. The Commission denied a petition by ABC that it dismiss KOB's application for change in frequency from 1030 kc to 770 kc.

KOB operates on 770 kc, with 50 kw day and 25 kw night, under special authorization, although its regular license is for 1030 kc. Its application for regular use of 50 kw on 770 kc has been before the Commission for some time and probably will not be decided until the conclusion of the clear channel hearings, it was learned.

Meanwhile, comments to the petition of Gov. John J. Dempsey of New Mexico to revoke the license of KOB because of the nature of political attacks against him on the station [BROADCASTING, March 25, April 1] were filed by Ralph L. Walker of Pierson & Ball, KOB counsel.

Denying allegations in Gov. Dempsey's petition that the station has violated the Communications Act, the comments suggested that "a part of the Dempsey design and scheme in filling his petition at the Commission is to injure or jeopardize in any way possible the relief sought by KOB in applications now pending . . . and presumably ready for decision in the near future."

Falkenberg Show

NEW HALF-HOUR morning program, *Hi Jinx*, featuring Jinx Falkenberg, screen actress and popular model, and her husband, Tex McCrary, formerly editorial chief, *New York Daily Mirror*, a lieutenant colonel in the AAF, and now executive editor of the *American Mercury*, will make its debut April 22 on WEAF New York, Mondays through Saturdays, 8:30-9 p.m. In addition to bringing guest stars to the microphone, couple plan to devote one program a week to the teen-age group. Series will be available to sponsors in units of three or more 15-minute segments weekly.

Power Increases Are Granted Five

Change in Frequency Goes To Another Station

POWER INCREASES for four stations and a change in frequency and higher power for another were authorized last Wednesday by the FCC.

WGAC Augusta, Ga., a 250-w full-time station on 1240 kc, was authorized to change to 580 kc and increase power to 5 kw day and 1 kw night, using directional antenna at night. The authorization was given by the Commission in approving WGAC's petition for reconsideration and grant of the application without a hearing.

WJHP Jacksonville, Fla., also a 250-w outlet, was granted authority to increase to 5 kw fulltime with directional antenna at night. The station is on 1320 kc.

KMLB Monroe, La., which last October was authorized to change from 1230 kc to 1440 kc and increase power from 250 w to 1 kw fulltime [BROADCASTING, Oct. 22], was granted a further increase of daytime power to 5 kw on 1440 kc.

KPOF Denver and KTFI Twin Falls, Idaho, received construction permits to increase power from 1 kw fulltime to 5 kw day and 1 kw night. KPOF operates on 910 kc, sharing time with KFKA Greeley, Col. KTFI, on 1270 kc, also was granted change in studio location.

What Luck!!

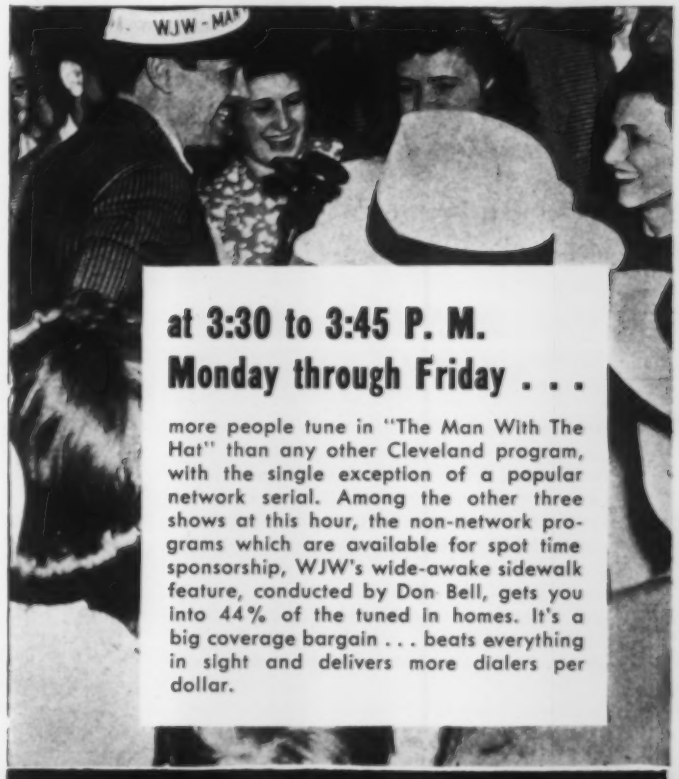
Not the superstitious luck of horseshoes—but the real luck of finding the right station reaching the right people . . . WLAW serving nearly two million listeners in a $2,198,419,800 New England market!!

5000 WATTS 680 KC.
50,000 WATTS SOON!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.



at 3:30 to 3:45 P. M. Monday through Friday . . .

more people tune in "The Man With The Hat" than any other Cleveland program, with the single exception of a popular network serial. Among the other three shows at this hour, the non-network programs which are available for spot time sponsorship, WJW's wide-awake sidewalk feature, conducted by Don Bell, gets you into 44% of the tuned in homes. It's a big coverage bargain . . . beats everything in sight and delivers more dialers per dollar.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KTFI
TWIN FALLS • IDAHO

Reece

(Continued from page 15)

Licensees" [BROADCASTING, March 11]. He declared the Commission "must have tossed" the Communications Act "in the FCC's incinerator." He charged the Commissioners "wrote their own law as to radio programming."

"Radio today is half slave, half free. It cannot thus survive in a democracy," he declared. The Republican Party "insists that the people themselves determine to what programs they want to listen, not a body of seven men sitting in Washington," he said. Following is complete text of Chairman Reece's statement:

"The Republican Party is pledged to the maintenance of the freedoms—freedom of expression, of religion, of the press and of radio. That means freedom from the restraints of government, however imposed. In times of peace there is no place for censorship in our way of life.

"Radio, newest of the media for expression, is entitled to the same guarantee of freedom accorded those other media by our founding fathers. That means freedom to engage in radio as a free enterprise, on a par with the press. Radio today is half slave, half free. It cannot thus survive in a democracy. Any infringement upon the freedom of radio inevitably will be reflected in regulatory excesses against the press, the motion pictures, and other media of expression.

"When Congress enacted the Radio Act of 1927, during the Coolidge Administration, it wisely decreed there should be no censorship of radio. Provision was made for the regulatory authority, then the Federal Radio Commission, to control the allocations of facilities to various types of services and to set up technical safeguards against interference. Has the licensing authority, now stacked with New Deal appointees, followed the mandate of Congress?

FCC's 'Own Law'

"One has but to peruse the report of the Federal Communications Commission issued last March 7, titled: 'Public Service Responsibility of Broadcast Licensees.' It was written by seven willful men who had substituted their concept of what radio should be for that of the great American public. They must have tossed the Communications Act of 1934, which embodies in toto the provisions of the Radio Act of 1927, in the FCC's incinerator. They wrote their own law as to radio programming and set up their own standards of program performance. Is this an American agency or the counterpart of the late Herr Goebbels' Rundfunk-Gesellschaft?

"Radio today is the most powerful medium of mass communication the world has ever known. Certainly it has been and can be a potent weapon in the hands of any administration in power. That was demonstrated in Germany, in Japan, in Italy, where the people heard only what the dictators wanted them to hear, and it is still being demonstrated in Russia.

"Indeed, it might be said that radio has helped to perpetuate the present Administration in power. When there were definite policies to put over, the various government agencies turned to radio.

People Must Decide

"The Republican Party insists that the people themselves determine to what programs they want to listen, not a body of seven men sitting in Washington. We are fighting for the protection of the American way of life and that means the American system of broadcasting—free from government interference.

"In the 1944 National campaign, the Republican Party adopted in its platform a plank calling for a free radio and a free press and demanding that full and complete information be available to Americans through the radio and the press. We said then and we repeat it now: 'There must be no censorship.'

"The issue upon which we will elect a Republican Congress next November was laid down at Gettysburg by Abraham Lincoln who said, '. . . that this nation, under God, shall have a new birth of freedom —and that government of the people, by the people, for the people shall not perish from the earth.'"

Audience Measurement and Restrictions Of Commercial Time on ANA Agenda

PROGRAM AUDIENCE measurement services, BMB's station audience survey and restrictions on commercial time will be discussed at the radio session of the semi-annual meeting of the Association of National Advertisers, to be held April 15-18 at Westchester Country Club, Rye, N. Y. Thomas H. Young, director of advertising, U. S. Rubber Co. and ANA vice chairman, will be program chairman.

Open only to executives of ANA member companies, meeting will emphasize the practical means by which advertisers can increase product sales and help their distributors move more goods, said Paul B. West, ANA president. "We shall explore fully the new responsibilities which advertising is increasingly assuming in fostering better relationship between industry and the public at large, plant-town communities and employes," he added.

At the opening session Monday morning Mr. West will outline ANA expanded activities. Grant F. Olson, advertising manager, W. A. Shaeffer Pen Co., speaks on media selection Monday afternoon. Company sales training programs and point-of-sale displays also will be discussed.

Tuesday, Wednesday Schedule

Tuesday morning will be devoted to building sales by assistance to retailers in sales training and store planning. Group sessions on radio, newspapers, magazines, films, outdoor advertising and public relations are scheduled Tuesday and Wednesday.

On Wednesday, Howard Chase, director of public relations, General Foods Corp., will preside at a session on "Advertising as a Management Tool." Henry H. Haupt, vice president, BBDO, Minneapolis; Robert S. Peare, vice president, General Electric Co., and Wilbur Schramm, director, U. of Iowa School of Journalism, will speak. Dr. Claude Robinson, president, Opinion Research Corp., will analyze latest trends in public opinion. Erle Savage of General Mills will tell how public attitude studies can be used as a guide for advertising policy.

A preliminary report on a study being made by the ANA Educational Activities Committee on what kinds of commercial materials the schools need and want will be made Thursday morning by Marion Morris, director, Educational Department, Bristol-Myers. Dr. Thomas H. Briggs, director of the Consumer Education Study, National Assn. of Secondary School Principals, will give the educators' viewpoint. Mabel Nichols, publicity director, Warner Bros. Co., will speak on employe courses as a new channel of consumer education.

Carleton Healy, vice president, Hiram Walker & Sons, will discuss "The Third Dimension in the Advertising Manager's Job Today." Edwin Scheil, head of the Department of Business Administration, Massachusetts Institute of Technology, will talk on "Rebuilding Top Management Policies to meet Challenging Times."

RCA Radiophoto Service Is Now World-Wide Net

EXPANSION of RCA's radiophoto service into a world-wide network was announced last week by Thompson H. Mitchell, executive vice president of RCA Communications Inc.

Equipment is now enroute for new installations in Santiago, Chile; Rio de Janeiro, Mexico City, Manila, Honolulu, Tokyo, Shanghai, and Seoul, Korea. RCA radiophoto stations already are in operation at Buenos Aires, Melbourne, Cairo, Rome, Nuremberg, London, Paris and Stockholm. A Berlin station will open soon.

Unfailing Dependability
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U9S
TURNER
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A rugged, precision-built unit, widely used by broadcast studios and large city police departments. Specified as standard equipment by nationally known manufacturers for dependable, accurate performance. Professional style case fits any standard microphone stand. Adjustable saddle permits semi- or non-directional operation. Rugged dynamic circuit withstands severe climate and temperature changes. Response 40-9000 cycles. Level—52DB. Furnished in rich gunmetal with 20 ft. removable cable set. Available in all standard impedances.
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Licensed Under U. S. Patents of the American Telephone and Telegraph Co. and Western Electric Co., Incorporated.
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Pioneers in the communications field
Free Microphone Catalog
Write for Your Copy
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Educators Discuss CBS School Show

SHIFTING *American School of the Air* from the early morning spot it had occupied for years to 5 p.m. has increased both the over-all number of listeners and the number per family, with many more men and children in the audience, Oscar Katz and Philip Eisenberg of the CBS research department told the annual meeting of the School's National Board of Consultants Thursday at CBS headquarters.

Substantiating this report, Dr. William C. Bagley, professor emeritus of Teachers College, Columbia U., and chairman of the board, and Lyman Bryson, CBS director of education, spoke of the large increase in mail received from adult listeners to the series. Mail was the largest in the School's 16-year history, according to Leon Levine, assistant education director of CBS.

William Cameron Quits Ford Administrative Post

WILLIAM J. CAMERON, whose controversial discussions of public questions on the Ford symphony program aroused nationwide furor during the New Deal era, has retired from the administrative staff of Ford Motor Co. Aged 67, he had been with company 28 years and was close associate of elder Henry Ford in formation of policies.

In the 20s Mr. Cameron was editor of the *Dearborn Independent* while the paper was owned by Ford. During his eight years as intermission speaker on the *Ford Sunday Evening Hour*, heard on CBS, he and Father Francis Coughlin, Detroit priest, were centers of heated argument as they took sharp stands on issues of the day in their Sunday broadcasts.

Chandler on ABC

BASEBALL Commissioner A. B. "Happy" Chandler on April 12 will be heard on ABC when he previews the 1946 baseball season before members of the Adonis Club of Dayton.

CHNS

HALIFAX NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—SOON!

JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

GI Surrenders

A SHY Army sergeant last week was overpowered by the heady atmosphere of NBC's *Honeymoon in New York*. Sgt. Francis LaMorte and Sandy Cirina were asked by Durward Kirby, m.c., if they were wed. No, they said. Why not? asked Mr. Kirby. Miss Cirina confided that the sergeant hadn't popped the question. Without further argument, Sgt. LaMorte proposed and was accepted. Mr. Kirby presented the flustered sergeant with a $450 engagement ring to slip on his fiancee's finger.

Petrillo Bill

(*Continued from page 15*)

hour. Sen. Morse said two Senators had spoken to him about the conference report and he felt it should be studied before the Senate considered it.

On Thursday when Sen. Johnson moved for consideration of the conference report, Republicans, in the majority on the floor, voted against consideration after Sen. Robert A. Taft (R-Ohio) said the Senate should finish the Minimum Wage Bill before taking up the Petrillo measure.

"The conference report is a highly controversial matter," he said, and might take "all of today and tomorrow." After a quorum call Sen. Johnson withdrew his motion to permit action on the Minimum Wage Bill.

Among the protests reaching Senators was one from the Chicago Local of AFRA to Sens. C. Wayland Brooks (R-Ill). and Scott Lucas (D-Ill.) asking defeat of the measure. A similar telegram went to President Truman, but it called also for his veto in event the bill passed Congress.

300 Wires to Truman

More than 300 telegrams from AFRA members in Chicago were sent to President Truman Tuesday in addition to telegrams signed by veterans in the organization, according to Ray Jones, executive secretary of the Chicago Local. Petitions asking the President's veto were being circulated among the 750 AFRA members in Chicago, he added.

"We did not cause the conditions the bill was created to eliminate, but as it now stands it affects AFRA far more than it does the AFM," said Mr. Jones. With AFRA contracts due to expire Oct. 31 the industry would be thrown into a turmoil if individual broadcasters see fit to take advantage of clauses in the bill which would deny actors additional fees for repeat broadcasts, off the line broadcasts, or transcriptions, ARFA charged. Under present AFRA contracts members are paid an additional fee for all transcriptions five minutes or less which are used longer than six months, according to Mr. Jones.

It was understood that AFRA had appealed to national headquarters of the American Federation of Labor to help defeat the bill but was told that the AFL was "not interested."

The Radio Writers Guild was reported Thursday to be preparing to ask President Truman for an audience in event the bill passed Congress.

The petition presented personally to all Senators by AFRA, RWG, RDG and ICC charged that the bill could be interpreted so as to prevent radio employes' unions from seeking to limit the amount of work to be done by their members; would prevent action by employes to "secure payment for re-release by transcription of programs they originally broadcast in person"; would prevent action by employes to "maintain fair employment practices now in effect"; would make it possible for any unsponsored program to be classified by a licensee as "noncommercial educational or cultural"; would remove all restrictions on importation by radio stations of foreign "free or low-wage performances"; and would outlaw strikes.

Policy Conference

Meanwhile national policy for local music negotiations will be settled by NAB and AFM at conferences opening today (April 8) at AFM headquarters, 570 Lexington Ave., New York. NAB's Industrywide Employe-Employer Relations Committee will meet with a negotiating committee of the AFM for preliminary discussions. Each group likely will name a small subcommittee to conduct actual negotiations.

Heading the NAB's group will be President Justin Miller, Executive Vice President A. D. Willard Jr. and General Counsel Don Petty. It will mark the first time in a decade that spokesmen for the two industries have held discussions on the national music problem.

Some contracts have been negotiated with AFM locals in the last few months. In one case, Atlanta, the local is asking stations to pay 5½% of current income for employment of musicians, the same formula used under the IRNA agreement of the late 30s.

Involved in the New York discussions are such broad national questions as the AFM bans on FM pickups from affiliated AM outlets, television contracts, foreign music and the whole problem of standbys, feather-bedding and made-work, all outlawed by Lea-Vandenberg bill.

The NAB negotiators held a preliminary meeting Sunday afternoon at the Waldorf-Astoria. Outline of problems involved and the industry's stand on these questions was discussed.

Get this New Book of 100 New Ideas

RADIO Sound Effects

Explains Equipment, Technique For All Essential Radio Effects

Contains complete authentic information for the beginner and a refresher for the professional sound man. Includes chapters on control room signals, trick effects and use of the turntable. Explains how to "make" the slam of a door, crying baby, rumbling thunder, grinding street car, the purr of an idling motor and many other studio sound effects. Fully covers the sound man's responsibility for presenting an appropriate background for dramatic and commercial broadcasts.

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TRY IT AND "SPOT" THE DIFFERENCE
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Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

Speed Your Profits
Use WTAR's Proved Popularity
WTAR gives you more customers in the NORFOLK METROPOLITAN MARKET than all other stations combined
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WTAR
NORFOLK, VIRGINIA

OVER
160,000
Radio Homes
of the
4th Richest State
Now Within
WMOH
0.5 MV/M
HAMILTON, OHIO

Channel Demand Still Exceeds Supply

FCC Report Explains Reallocations; Reviews Year

EXPANSION of the usable spectrum space from a prewar ceiling of 300 mc to 30,000 mc as the result of military electronic developments, made possible the far-reaching reallocation of frequencies for peacetime advancement of radio, the FCC said last Wednesday in its annual report for the fiscal year ended June 30, 1945.

But even with this added space, said the report, "the demand for channels still exceeded the supply, indicating the vast amount of radio activity that may be expected in the postwar era."

While the report, the 11th to be issued by the Commission, concerned itself with operations from July 1, 1944, to June 30, 1945, a summary covering highlights of activities for the last half of 1945 noted "substantial progress" in reconversion of communications.

At the close of 1945, it pointed out, the Commission had issued conditional grants to 230 of nearly 750 FM applicants, and had on file 520 AM and 150 television applications, and had scheduled 271 public hearings on broadcast matters. In addition, it had authorized a new railroad radio service, issued the first experimental licenses for civilian radar and the General Mobile Service, and returned amateurs to the air.

Review of Activities

A comprehensive review of its preparations for FM, television, facsimile, and other nonstandard broadcast services is contained in the report. The question of FM allocations, it said, was decided upon after "a thorough review" of the various factors involved and after the Commission "was convinced that a superior FM broadcast service would be furnished by operation in the vicinity of 100 mc."

Concerning the "controversy" over television allocations, the report said that when the Commission issued its allocations May 25, 1945 it appeared it would be some time before transmitting and receiving equipment would be adequately developed and standards could be adopted for the establishment of television broadcasting in the upper frequency range. Accordingly it said, it provided 13 channels between 44 and 216 mc for immediate commercial use and assigned the 480-920 mc band for experimental operations, "looking toward the future establishment of a superior television service in this range."

Progress in facsimile and belief the service would be used by the public, the report stated, prompted the Commission to reserve the 106-108 mc band adjacent to FM and the 460-470 mc band for fax broadcasting. Should the 106-108 mc band not be required for facsimile, it will be assigned to FM. Receiver manufacturers, it added, have been encouraged to include the entire 88-108 mc band in FM sets.

931 AM's on June 30

The report said multiplex operation may be authorized if transmission of sound and facsimile on the same FM channel is proved entirely feasible "without degrading the sound service with receivers used by the public." It was pointed out also that FM stations would be authorized to transmit simplex facsimile during periods not required for sound broadcasting.

As of June 30, 1945, according to the report, there were 931 standard broadcast stations licensed and 24 under construction. Under the freeze policy, 33 new stations were authorized, all except two being 250 w power. Two stations were deleted during the fiscal year.

Addition of 540 kc to the standard band, as proposed in its May 21 report on proposed allocations below 25,000 kc, would open one new channel for standard stations, the Commission stated. Pointing out that the number of stations which could be assigned to this channel would depend on its classification as a clear, regional or local channel, the report said the use of the frequency would require revision of existing agreements with North American countries.

Engineering Approval Given Nine FM Conditional Grantees; Total 24

ENGINEERING approval was given by the FCC last week to nine FM conditional grantees, bringing to 24 the number of applicants given transmitter power and antenna height assignments. The actions are in addition to construction permits granted eight applicants for metropolitan FM stations in Washington.

Approval of basic engineering plans, the Commission said, enables the applicant to place orders for transmitters and antennas and to make other engineering arrangements. Full construction permits will not be issued to these grantees, it was explained, until the Commission has received intentions on program plans as required under the new licensing procedure.

The Commission said that specific requests for further engineering information are being made of each of last week's grantees. In some cases, it pointed out, antenna structures are subject to approval of the Civil Aeronautics Administration.

Type of station to be operated by three of the grantees was not specified in the Commission's actions. In each of these cases a metropolitan or rural channel will be authorized, pending engineering determination.

Following are the applicants given basic engineering approval, with channel number, transmitter power and antenna height (power given is effective radiated power; antenna height given is height above average terrain):

J. E. Rodman, Fresno, Cal.—Rural; channel: 102.3 mc (No. 272); 69.9 kw; antenna: 1936 ft.

KOMA Inc., Oklahoma City, Okla.—Rural; channel: 100.1 mc. (No. 261); 243 kw; antenna: 485 ft.

Reno Newspapers Inc., Reno, Nevada—Channel: 100.5 mc (No. 263); 9.7 kw; antenna: 2774 ft.

Southern Minn. Supply Co., Mankato, Minn.—Channel: 92.7 mc (No. 224); 29.2 kw; antenna: 544 ft.

The Kansas City Star Co., Kansas City, Mo.—Rural; channel: 100.3 mc (No. 262); 150 kw; antenna: 754 ft.

Plaza Court Broadcasting Co., Oklahoma City, Okla.—Rural; channel: 96.5 mc (No. 253); 176 kw; antenna: 888 ft.

The Radio Station KFH Co., Wichita, Kans.—Channel: 96.5 mc (No. 243); 185 kw; antenna: 411 ft.

KARM, The George Harm Station, Fresno, Cal.—Metropolitan; channel: 101.9 mc (No. 270); 27.2 kw; antenna: 406 ft.

Pape Broadcasting Co., Mobile, Ala.—Metropolitan; channel: 102.1 mc (No. 271); 20.5 kw; antenna: 469 ft.

Capt. Adelman Assigned

CAPT. LOUIS ADELMAN, prior to his Army career an instructor of radio at New York U., has been appointed chief of operations for the American Forces Network in Frankfurt, Germany.

"Guess we better do like the old man...buy time on WGAC."
WGAC Augusta, Ga.

Cameramen of CBS Locked Out by UN

Dispute Between Unions Causes Official Action

UNITED NATIONS Security Council officials, weary of a fortnight's wrangling by rival newsreel unions, last week summarily locked up the television booth where CBS television cameramen, members of one of the disputing unions, had been working.

The order, which in effect shut CBS television out of coverage of the historic meeting, will stand until the unions reach a settlement, UN officials said.

The UN decision arose from a jurisdictional dispute between local 644 of the International Alliance of Theatrical Stage Employes, whose members are newsreel men filming the conference for motion picture use, and local 1212 of the International Brotherhood of Electrical Workers, which represents the CBS camera crew. IATSE cameramen threatened to walk out of the Security Council meeting if the CBS crew were permitted to stay on the scene.

Early Settlement Unlikely

An early settlement of the jurisdictional dispute seemed improbable.

CBS television executives, who since the beginning of the fracas have insisted the matter was one for settlement between the unions, had, as the week ended, taken no action to end the dispute.

UN's lockout of CBS television newsreel cameraman did not apply to NBC's television crew which has been operating the RCA Image Orthicon camera to televise council proceedings to an overflow press room at Hunter College.

RCA withdrew the camera on March 28 for use at its Camden, N. J. laboratories where the company hopes to get into production of the special tube soon. NBC reported that the camera's withdrawal and the resultant cessation of television to the overflow press created a strong reaction. Accordingly, last Wednesday, NBC resumed televising the meeting.

Arguments on Open-Bidding Rule Will Be Held on April 17

THE LONG-AWAITED oral arguments on the proposed open-bidding rule to govern station transfers, as first outlined in the Avco-Crosley decision, will be held April 17, the FCC announced last Thursday.

Notification of the proceedings was sent to each of the parties which had filed briefs in protest to the proposed rule (Section 1.388) and had asked arguments: NAB; Sioux Falls Broadcasting Assn. (KSOO-KELO), Sioux Falls, S. D.; KLUF Broadcasting Co., Dallas; and WICA Inc., Ashtabula, Ohio.

Would Advertise Three Weeks

The proposed rule was specifically promulgated in an order issued in December [BROADCASTING, Dec. 24] which set Jan. 15 as the deadline for filing requests for oral argument. The deadline was subsequently extended to March 15, efforts being made in the interim in conferences between the NAB and FCC to reach an agreement and avoid hearing. When these conferences failed, the NAB filed its brief.

The rule provides a procedure which would require a licensee to advertise for three weeks the terms and conditions under which he would assign or transfer a station. It would give a competitive bidder desiring to buy the station on the same terms a 60-day period to file an application of such intentions with the FCC. The Commission would then welcome other bids for the facility on the same terms.

The Commission would determine which of the competitive bidders is best qualified to operate the station. But if no competing bid is received, the application for transfer would be considered on its merits. The rule would not apply in cases arising from corporate reorganizations involving no change in beneficial ownership, assignment from a decedent to his executor or administrator or from executor or administrator to a duly appointed successor, and in other cases. However, the rule would be applied in assignment from an executor or administrator to heirs, trustees or third persons.

As indicated in its brief, NAB can be expected to challenge FCC's authority in adopting the rule as inconsistent with the Federal Communications Act and as detrimental to the interests of broadcasters [BROADCASTING, March 18]. The NAB questions whether a more satisfactory choice of licensee would be obtained by the application of the rule and contends that the matter is one for Congress to decide. However, in the event the rule is adopted, it asks that provisions be included covering various exceptions.

The arguments will be held before the Commission *en banc* and will be sandwiched in between the clear channel hearings which begin next Monday. As there probably will be little testimony taken, the subject being covered in briefs, it is expected the proceedings will require only a few hours, after which the Commission will conduct its regular Wednesday meeting.

KLAC REQUESTS FCC DISMISS PROTEST

REQUEST that the FCC dismiss the protest of KFAC Los Angeles over the Commission's approval of a change of the call of KMTR Los Angeles to KLAC was filed last week by the KLAC attorneys. Change was effected March 11.

KLAC statement points out that change in call was requested after the FCC had authorized the transfer of KMTR's license to Mrs. Dorothy S. Thackrey, publisher of the *New York Post* and owner of WLIB New York and KYA San Francisco, "in order to establish an entirely new identity for the station with respect to program policy and to completely disassociate in the public mind the program record and policy of former station KMTR."

KLAC points out that its identification varies widely from that of KFAC; that KLAC operates on 570 kc and KFAC on 1330 kc, "virtually the widest possible spacing of the two stations on the standard waveband"; that "the program policies of the two stations are extremely different and very distinctive."

To the KFAC statement that it is receiving an average of ten letters a day intended for KLAC, KLAC replies that between March 11 and April 1 "only one letter addressed to KFAC was misdirected to KLAC" and expresses the belief that any misdelivery of KLAC mail to KFAC is due to unfamiliarity with the change from KMTR to KLAC on the part of post office personnel rather than to any confusion on the part of the public.

WWSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW—Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

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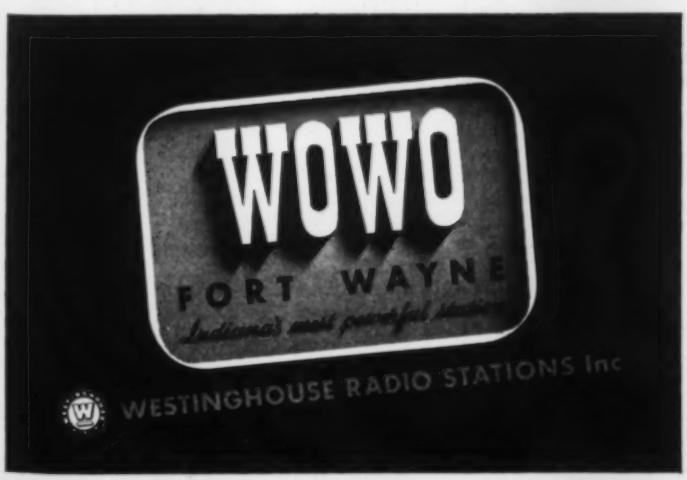
Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions.

That reason is best expressed by describing Robbins' premiums as "customer-built". For Robbins' premiums are *not* mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a **specific** job for a specific company.

It is this combination of knowing **what** market to reach, and **how** to reach it most effectively, that produces ideas which spark premium campaigns to new highs—a policy which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS



Set Production Goals 57% Above '41

Manufacturers' Report To FCC Emphasizes AM Output

RADIO RECEIVER manufacturers have set themselves a 1946 production goal approximately 57% greater than 1941 output, with emphasis predominantly on AM.

The FCC reported Wednesday that 85 manufacturers responding to a Commission survey had estimated probable production in 1946 at 21,981,810 sets of all types, including FM adaptor and convertor attachments and units for export and for other manufacturers. The returns included estimates from "all but four of the companies which are expected to be substantial producers."

FCC Disappointed

The Commission was obviously disappointed with the low estimate of FM set output, which the returns indicated would scarcely exceed 1,800,000 receivers, or "about 9% of total set production." This includes combination sets and straight FM units.

Pointing out that as of April 1 it had received applications for 834 FM stations in addition to the 50 now on the air, and had made 383 conditional FM grants, FCC said:

"In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

In some industry circles the overall estimate was considered "too optimistic." These sources noted that output was 500,000 in January and about 700,000 in February. Even though the rate of production is increasing, they pointed out, the manufacturers would have to hit a stride of 2,000,000 or more sets per month by midsummer to come close to their goal by year's end.

The Commission itself did not comment on the overall forecast, except to observe that "total set production reported—almost 22,000,000—is substantially larger than the largest volume of radio receivers sold in any prewar year. In 1941 the largest receiver sales up to that date amounted to about 13,000,000 sets." Total production that year was approximately 13,750,000.

The report showed a production outlook of 16,736,862 sets for standard band reception only, or about 80% of total estimated set output. Sets for FM only (88-108 mc) would be produced by eight manufacturers to a total of 86,286 (0.4%), while 41 expected to build 1,689,750 AM-FM combinations (8%).

Television Plans

Television reception covering all 13 channels would be provided in 44,706 sets to be built by 13 firms, and one company estimated it would make 4,000 video sets to cover only Channels 1-6. Fourteen manufacturers estimated they would build 54,606 combinations for AM, FM, and television in all channels. One manufacturer indicated plans for 500 units for both AM and 13-channel video, and one planned a similar number of combinations for FM and television. One estimated it would make 10,000 sets, combining AM with television in the first six channels.

Seven manufacturers planned a total of 2,481,300 sets but did not indicate types that would be made.

The survey estimated production of 47,000 FM adaptors for use on AM sets to permit FM reception, and 37,000 convertors (attachments to 42-50 mc FM sets to permit reception in the 88-108 mc band).

ESTIMATED PRODUCTION OF BROADCAST RECEIVERS PLANNED BY RECEIVER MANUFACTURERS FOR 1946

Type of receiver	Number of manufacturers reporting production plans†	Number of receivers planned to produce	Percent
AM band only	76	16,736,862	79.2
FM band only (88-108 mc)	8	86,286	.4
AM band, FM band (88-108 mc)	41	1,689,750	8.0
Television band only (Channels 1-13, inclusive)	13	44,706	.2
AM band, FM band (88-108 mc), Television band (Channels 1-13, inclusive)	14	54,606	.3
Other:			
AM band, Television band (Channels 1-13, inclusive)	1	500	*
FM band, Television band (Channels 1-13, inclusive)	1	500	*
Television (Channels 1-6, inclusive)	1	4,000	*
AM band, Television band (Channels 1-6, inclusive)	1	10,000	*
Miscellaneous	5	21,250	.1
Receiver Type Unspecified	7	2,481,300	11.7
Total Production of Receivers	85	21,129,760	100.0
FM adaptors	4	47,000	
FM convertors	3	37,000	
Other	1	1,000	
Total		85,000	
Units supplied to others	2	90,000	
Units for export	16	677,050	
Total for all Receiver Types		21,981,810	

*Less than one-tenth of 1 percent.
†The same manufacturer may be reported on more than one line.

Source: Replies to questionnaires sent to radio manufacturers.

Hyde Park Gift Coverage Planned

RADIO's most extensive coverage of a single news event in peacetime, comparable to V-J Day, will take place next Friday when the Hyde Park Estate of the late Franklin D. Roosevelt is presented to the people of the United States on the anniversary of the former President's death.

All four networks plus shortwave and foreign stations will be carrying the event, according to Willett Kempton, director of radio, Interior Dept., who is correlating radio's coverage. Radio jurisdiction falls to Interior since acceptance of the estate will be made by Secretary of Interior Julius A. Krug for the National Park Service.

Four Nets Cover

ABC, CBS and NBC have arranged for live broadcasts 2:30-3 p.m. April 12 from the upper New York state origination point. MBS plans to transcribe the presentation for network rebroadcast in the evening 8:30-9 p.m.

In addition to over 800 U. S. stations reached through these networks, British Broadcasting Corp. has arranged to pick up the program from NBC, to be transcribed for shortwave and rebroadcast to other English-speaking countries.

The International Division of the State Dept. is to take a running translation of the event in Spanish and Portuguese for Central and South America. Also, they will translate the event into 23 other languages for rebroadcasts to Europe and Asia.

The program itself will have Mrs. Eleanor Roosevelt making the presentation to Secy. Krug, a seven-minute talk by President Harry S. Truman and the concluding singing of the "Star-Spangled Banner" by Marian Anderson.

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OVERSEAS RADIO LIMITED
NEW YORK LONDON
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The First to Offer European Radio Coverage!
For Best Available Coverage of European Markets
USE RADIO!
WE HAVE TIME TO OFFER ON THE FOLLOWING STATIONS
RADIO ANDORRA—60,000 Watts
Most Powerful Commercial Station in Europe today.
Coverage:
- France, Spain
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Full Information available. Phone us for details.

Stepping up to...
50,000 WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representative • FREE & PETERS, Inc.

AAAA Announces Latest Elections Of Nationwide Officers, Governors

AMERICAN Assn. of Advertising Agencies last week announced the following officers and governors elected by AAAA councils and chapters throughout the country:

New England Council: Elmer S. Horton, senior partner, Horton-Noyes Co., Providence, chairman of New England council and New England member of the board of directors; Frances W. Hatch, BBDO, Boston, vice chairman and council governor; Herbert T. Hand Jr., H. B. Humphrey Co., Boston, secretary-treasurer and council governor; Kenneth R. Sutherland, Sutherland Abbott, Boston, council governor. Continuing as council governors are Mr. Horton and Donald D. Douglass, Harold Cabot & Co., Boston.

Atlantic Council: Howard A. Medbolt, partner, Aitkin-Kynett Co., Philadelphia, re-elected to board of governors and elected chairman of the council; Lee E. Hood, Richard A. Foley Advertising, Philadelphia, nominated for member of board of directors and council governor; Wesley M. Ecoff, Ecoff & James, Philadelphia, elected vice chairman and council governor; Frank Murphy, Geare-Marston, Philadelphia, secretary-treasurer and council governor.

Pittsburgh chapter: Robert E. Grove, vice president and secretary of Ketchum, MacLeod & Grove, Pittsburgh, chairman of the chapter and council governor; W. Earl Bothwell, W. Earl Bothwell Advertising, Pittsburgh, council governor; Leon D. Hansen, BBDO, Pittsburgh, vice chairman; William J. Thomas, Ketchum, MacLeod & Grove, Pittsburgh, secretary-treasurer and council governor; Albert P. Hill, Albert P. Hill Co., Pittsburgh, council governor.

Central Council: Arthur R. Mogge, president and treasurer of Arthur R. Mogge, Chicago, chairman of council, member of board of directors and council governor; Robert B. Barton, BBDO, Chicago, vice chairman and council governor; M. Lewis Goodkind, Goodkind, Joice & Morgan, Chicago, secretary-treasurer and council governor; Henry G. Little, Campbell-Ewald Co., Detroit, council governor; Ward Weist, J. Walter Thompson Co., Chicago, council governor; Fairfax M. Cone, Foote, Cone & Belding, Chicago, council governor; R. W. Metzger, Ruthrauff & Ryan, Chicago, council governor; A. W. Seiler, Cramer-Krasselt Co., Milwaukee, council governor; Sidney Wells, McCann-Erickson, Chicago, council governor.

Northern California chapter: Charles H. Ferguson, vice president, BBDO, San Francisco, chairman of chapter and council governor; L. C. Cole, L. C. Cole Advertising, San Francisco, vice chairman and council governor; W. C. Day, Leon Livingston Advertising, San Francisco, secretary-treasurer and council governor; Roswell Cochran, McCann-Erickson, San Francisco, council governor; Arthur C. Farlow, J. Walter Thompson Co., San Francisco, council governor.

Southern California chapter: Wayne Tiss, vice president, BBDO, Hollywood, chairman of chapter and council governor; Robert Lee, Buchanan & Co., Los Angeles, vice chairman, and member board of directors; Carl Tester, Philip J. Meany Co., Los Angeles, secretary-treasurer and council governor; Gayb Little, Little & Co., Los Angeles, council governor; C. Burt Oliver, Foote, Cone & Belding, Hollywood, council governor.

Washington chapter: Trevor Evans, Pacific National Advertising Agency, Seattle, chairman of chapter and council governor; Win Cline, Botsford, Constantine & Gardner, Seattle, vice chairman and council governor; Dan C. Madden, Honig-Cooper Co., Seattle, secretary-treasurer and council governor; F. G. Mullins, Ruthrauff & Ryan, Seattle, council governor; Evan Peters, J. Walter Thompson Co., Seattle, council governor; H. A. Brassard, Syverson-Kelley, Spokane, council governor; Joseph Maguire, Strang & Prosser Advertising, Seattle, council governor.

Cleveland chapter included in earlier story on page 22.

CAB TOP PROGRAMS REMAIN UNCHANGED

LATEST CAB report of nighttime program popularity for the two-week period ending April 2 showed *Fibber McGee & Molly* in first place, *Bob Hope* second and *Charlie McCarthy* third.

CAB also reported average sets-in-use from 6 to 10:30 p.m. was 26.2, down .8 from the preceding two-week period, and down .5 from a year ago. Average sets-in-use from 10:30 to 11:30 p.m. was 17.2, down .1 from two weeks before and down 1.9 from a year ago.

Ratings were *Fibber McGee & Molly* 25.4, *Bob Hope* 22.3, *Charlie McCarthy* 21.6, *Lux Radio Theater* 20.9, *Fred Allen* 19.7, *Bing Crosby* 19.6, *Walter Winchell* 19.4, *Red Skelton* 19.2, *Mr. District Attorney* 19, *Jack Benny* 18.8, *Screen Guild Players* 18, *Eddie Cantor* 16.2, *Amos 'n' Andy* 15.9, *Sealtest Village Store* 15.6, *People Are Funny* 14.9, *Fitch Bandwagon* 14.6, *Joan Davis* 14.6, *Truth or Consequences* 14.4, *Abbott & Costello* 14.3, *Aldrich Family* 14.3.

Most popular weekday daytime program is *Breakfast in Hollywood*. Leading weekend daytime show is *The Shadow*.

(Earlier CAB survey story on page 36.)

Gunts Shapes Drive

RADIO will spearhead a Treasury campaign to re-establish Treasury Savings Bonds with the public as a means of regular investment. Brent Gunts, new director of the Radio Section of the Treasury's War Finance Division, is organizing campaign to start in June.

Video Applicant Dropouts Reach 25

WITHDRAWALS from the television field reached 25 last Friday as the result of six dismissals of applications. Four of the withdrawals were from scheduled hearings, leaving only two applicants for four frequencies in one city and one for one in another.

Action by Alleghany Broadcasting Corp. (KQV), WCAE Inc., and Scripps-Howard Radio Inc. in withdrawing their applications for stations in Pittsburgh left only Allen B. Du Mont Labs. and Westinghouse as applicants for the four available channels in this city. Hearings scheduled for April 25, will doubtless be cancelled.

Withdrawal of WHP Inc. from Harrisburg, Pa., left Keystone Broadcasting Corp. (WKBO) as the sole entry for the single channel in this city. It is expected that hearings originally scheduled for April and continued to May 16 at request of Keystone will also be cancelled.

Other withdrawals were by Loyola U. from New Orleans and Philco Products Inc., whose application for a station in Washington had been heard but not finally acted upon [BROADCASTING, April 1].

Total withdrawals have left only five cities in which applications exceed available channels: New York, Philadelphia, Los Angeles, San Francisco and Lancaster, Pa. The Commission has postponed the Lancaster hearings from April 18 to May 20, at request of the two applicants for the single channel in this city. Originally, hearings were scheduled on television applications in 10 cities.

Goldsmith May Resign

HARRY B. GOLDSMITH, president and member of the board of Grove Labs, St. Louis, is reported to be resigning after 14 years with the company. Mr. Goldsmith, now on vacation, could not be reached for confirmation. His son, Harry Goldsmith Jr., resigned two weeks ago to join Russel M. Seeds Co., Chicago, as vice president and account executive on Grove account. [BROADCASTING, March 18].

Rejoins NBC Sales

JOHN McCORMICK following his resignation as director of radio activities of the Republican National Committee has rejoined the sales department of NBC effective April 15. He has been appointed account executive on Procter & Gamble and General Mills for the network. He first joined NBC in February 1940, switching from WCCO Minneapolis where he was assistant manager. After two years in network sales he transferred to what was then the Blue Network, but returned to NBC a year later.

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WCKY
the 50,000 watt voice of Cincinnati

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

FRIENDS
"TO MAKE A FRIEND, YOU MUST BE ONE." TWENTY YEARS OF SERVICE TO FARMERS IN KANSAS AND ADJOINING STATES HAVE MADE US THEIR FRIEND.
WIBW The Voice of Kansas in TOPEKA

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT*
PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
CBS
STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME

In the UTAH *Market*

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Meet Mr. Reddy Cash!
FROM EAST TEXAS

"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.
* Affiliated American and Mutual Networks.

KFRO
LONGVIEW, TEX.
Texas Richest Market

Committees Are Named For Video Conference

RALPH B. AUSTRIAN, general chairman of the Second Television Conference of Television Broadcasters Assn., scheduled for Oct. 10-11 at the Waldorf-Astoria, New York, has announced committee chairmen, who will discuss program plans April 16 at a luncheon meeting at the Waldorf.

Chairmen are: Awards, Paul Raibourn, president, Television Production Inc.; speakers, J. R. Poppele, president of TBA, vice president and secretary, Bamberger Broadcasting Service; budget, Douglas Day, executive, Buchanan & Co. Adv.; displays, Richard Hooper, RCA-Victor Division, RCA; engineering, F. J. Bingley, chief television engineer, Philco Products Inc.

Panel meetings, Philip G. Caldwell, electronics division, General Electric Co.; program and banquet, George Shupert, Television Productions Inc.; registration, D. K. Deneuf, Raytheon Mfg. Co.; television programs, Noran E. Kersta, manager, NBC Television Dept.; publicity and promotion, Will Baltin, secretary-treasurer, Television Broadcasters Assn. Inc.

CP for Cowles

CONSTRUCTION permit for a 3 kw developmental broadcast station "to demonstrate the practicability of the CBS color television system and to assist in securing acceptable standards therefor" was granted by the FCC Thursday to Cowles Broadcasting Co., Wheaton, Md. The site, about 10 miles from downtown Washington, was recently purchased by the Cowles company to house its 5 kw transmitter recently authorized for WOL, Cowles Washington outlet [BROADCASTING, Feb. 11].

New Chicago Shows

ABC CENTRAL Division is preparing three Chicago originated network sustainers during April to encourage more local production. April 9, Rex Maupin's Orchestra, begins weekly series 6:30-7 p.m. (CST). April 6, *Chicago Serenade* with Maupin's Orchestra started featuring semi-classical selections, 1-1:30 p.m. (CST) Third series, George Barnes Octet, begins April 29, 12:45-1 p.m. (CST) Monday-Friday.

Dentral Placements

SPOT campaigns for Dentral liquid plastic reliners for teeth, have been placed by Allan Miller Agency, Toledo, on four additional stations —WDAD Indiana, Pa.; WINC Winchester, Va.; WKRZ Oil City, Pa.; WJEJ Hagerstown, Md. In an article in the March 4 BROADCASTING, reporting that Dentral sells for $2 on a positive money back guarantee, it was stated that stations would be paid $50 by the agency for each order received. The payment was 50 cents, not $50.

Any Station, Big or Little, Can Use Good News Programming, NAB Meet Finds

NEWS is a form of programming that any station, big or little, "can hang its hat on," the third NAB Radio News Clinic in Texas agreed during its San Antonio session. Especially is this true in the case of smaller stations unable to afford big local productions, the clinic conceded, along with the premise that news is the peg of interest and profit for such stations.

Keynote for the clinic was sounded by Ken McClure, WOAI San Antonio news director. Other newsmen urged that station managers expand radio news facilities to enhance station prestige, improve program balance and provide a source of income. The meeting noted that stations which have gone into local news in a big way have commanded the news audience.

WOAI was host at a reception for the newsmen. In attendance at the clinic were:

Jack McGrew, KPRC Houston, general chairman of Texas clinics; Arthur C. Stringer, secretary of NAB Radio News Committee; C. D. Reed, KNEL; Bud Thompson, KFYO; Jack Hawkins, KIUN; John W. Scott, Bob Ferrie, KABC; Marvin Broyles, Francisco Paredes, KCOR; Eddie Barker, KMAC; Ray Hunt, Tommy Dee, Al Lacoste, KONO; Bud Lutz, George Lee Marks, Col. William Niethamer, Pat White, KTSA; Hugh Halff, Ken McClure, Henry Howell, Jo Kemendo, Hoxie Mundine, WOAI; Jim Stephenson, KRGV; Bowling Byers, Granville Price, U. of Texas; Maj. Ellsworth Chunn, U. of Tulsa; Maj. Walter J. Todd, Maj. A. E. Mealiff, Lt. R. E. Kennedy, Lt. Glenn Austin, Lt. Fred Bennignus, Lt. Alan Hopeman.

Next NAB Radio News Clinic will be held April 10 for New York stations, except New York City, at the Hotel Utica, Utica, N. Y.

AFM Enforces Its Rule Against Hotel Broadcasts

FOR THE first time since the war, American Federation of Musicians has enforced its ruling that musical commercial shows not originate in hotel rooms. Union objected to Les Brown's broadcast on Coca Cola's *Spotlight Band*, 9:30 p.m. on Mutual on March 29, because the broadcast was originating from a hotel, St. George Hotel, Brooklyn. As a result, a stand-by transcription of Les Brown Orchestra was aired instead of original band. The orchestra, however, played before the group just as if they were on the air. Agency handling the show for the Coca Cola people is Darcy Adv., New York.

Negotiations are now going on for airing of the Xavier Cugat band's broadcast on April 10 from the Waldorf Astoria. Agency would like to broadcast from hotel so that local bottlers could view the broadcast.

KBND Opinion

FCC, in a memorandum opinion issued Tuesday, explained why it approved the assignment of license of KBND Bend, Ore. [BROADCASTING March 25] without requiring compliance with the Avco plan. Assignment was from Bend Bulletin to Central Oregon Broadcasting Co., a new Bulletin subsidiary. The Commission pointed out that Central Oregon stock would go to Bulletin stockholders "who have been associated with and active in the operation of the station from its beginning," and that KBND Manager Frank H. Loggan, a minority stockholder in the Bulletin, will receive control of the new firm. Mr. Loggan reportedly is exchanging his minority interest in the Bulletin for approximately 60% of Central Oregon, with the Bulletin owners, Robert W. Sawyer and Henry N. Fowler, holding minority interests in Central Oregon.

W6XYZ Resumes

FROM NEW transmitter site, 5,800 feet high, atop Mt. Wilson overlooking Pasadena, X6XYZ Hollywood television station, will resume operations April 12. First program will be relay of S. California sportsmen's show, originating from Gilmore Stadium, Los Angeles, according to Klaus Landsberg, West Coast director of Television Productions Inc., Paramount subsidiary.

Wage-Hour Study

MANUAL on the Wage-Hour Act and its effect on broadcasting has been published by the NAB, first of a series of manuals to be prepared by the association's Employe-Employer Relations Dept. Wage-hour manual was written by Milton J. Kibler and Ivar H. Peterson, assistant director of the department.

Brickhouse Signs

JACK BRICKHOUSE, Chicago sports commentator, has been signed by the New York Giants Baseball Club to broadcast the games for the 1946 season over WMCA New York. Pabst Brewing Co., Milwaukee, is sponsor.

NBC on 590 is a
WOW
for OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

ACTIONS OF THE FCC

MARCH 29 to APRIL 4

MARCH 29

KGHF Pueblo, Col.—Granted consent to assignment of license from Curtis P. Ritchie to the Colorado Bcstg. Co. Inc., for a consideration of $300.-000.

ACTIONS ON MOTIONS

Bremer Bcstg. Corp, Newark—Granted motion for waiver of Section 1.384 of the Commission's Rules, and accepted written appearance of movant.

Earle C. Anthony, Inc., Los Angeles—Granted petition for waiver of Section 1.384 of the Commission's Rules, and accepted written appearance of petitioner.

KRLD Dallas, WTIC Hartford, Conn.—Granted petitions for leave to intervene in proceeding in re applications of Mid-America Bcstg. Corp., Louisville, Ky. and Kentucky Bcstg. Corp., Inc. (WINN), Louisville.

Jam Handy Organization, Inc., Detroit—Granted motion for waiver of Section 1.384 of the Commission's Rules, and accepted written appearance of movant.

Templetone Radio Mfg. Corp., Boston—Granted petition for leave to amend application for construction permit for FM station to show the addition of Ivon B. Newman to the list of stockholders and officers of applicant corporation; specify data concerning equipment to be used, and to make other changes; accepted said amendment filed simultaneously with the petition.

KOAC Corvallis, Ore.—Granted petition for leave to amend application for modification of license so as to change pattern of nighttime directional antenna system, and to change Paragraphs 3, 5 and 20-24, inclusive, of the application so as to show the revised engineering data as contained in amended engineering affidavit submitted with the amendment, and accepted said amendment filed simultaneously with petition.

Catalina Bcstg. Co. Tucson, Ariz.—Granted motion for leave to amend application for construction permit so as to change location of transmitter site from "Tucson Blvd. and Copper St." to "Location to be determined", to substitute in Paragraph 23 of application the words "Location to be determined"; and to strike from applicant's answers to other paragraphs of the application, and from the exhibits filed therewith, all references to the location at Tucson Blvd. and Copper St.

WLIB, Inc. New York—Granted petition for leave to amend application for television CP so as to specify a new transmitter site, a new channel, changes in corporate organization of applicant, and other changes and accepted amendment filed simultaneously with petition.

John C. McCormack, et al, d/b as Oklahoma Television & Bcstg. Co., Tulsa, Okla.—Granted petition to dismiss without prejudice application for CP.

Frank D. Peterson, et al, d/b as Peterson & Co., Lexington, Ky.—Granted motion to dismiss without prejudice application for CP.

Garvice D. Kincaid, Lexington, Ky.—Granted motion to dismiss without prejudice application for CP.

Darrold Alexander Cannan, tr/as Wichtex Bcstg. Co., Wichita Falls, Tex.—Granted petition for leave to amend application for CP so as to specify a particular transmitter site, to request unlimited hours of operation, and make other changes; accepted said amendment filed simultaneously with petition.

James B. Littlejohn, Ogden, Utah—Granted petition for leave to amend application for CP so as to specify frequency 730 instead of 1490 kc; change paragraphs 16, 18, 19, 21, and 28 of application so as to reflect revised engineering data; accepted amendment filed simultaneously with petition; and removed said application from hearing docket.

Norfolk Bcstg. Corp., Norfolk, Va.—Granted petition for leave to amend application for CP so as to show a redistribution of capital stock among the stockholders of applicant corporation, show formation of a block voting unit among certain stockholders, and make other changes; accepted amendment filed simultaneously with petition.

Radio Wisconsin, Inc., Madison, Wis.—Granted petition for leave to amend application for CP so as to show the purchase of 10% of Morgan Murphy's stock by the Minnesota Tribune Co. and to change paragraphs 8 (g) and (h) of the application so as to reflect the addition of the Minnesota Tribune Co. as an additional stockholder; accepted amendment filed simultaneously with petition.

A. M. Garrison, et al, d/b as Tifton Bcstg. Co., Tifton, Ga.—Granted petition to dismiss without prejudice application for CP.

Atlanta Radio Enterprises, Inc., Atlanta—Granted petition for leave to amend application so as to specify a revised directional antenna design, and change paragraphs 20, 21 and 28 of the application so as to show revised engineering data as shown in supplemental engineering affidavit filed with amendment; accepted amendment filed simultaneously with petition.

Lubbock Bcstg. Co., Lubbock, Tex.—Granted petition for leave to amend application for CP so as to request frequency 950 instead of 960 kc, change paragraph 16 of application so as to show frequency 950 kc, and to include with application an engineering affidavit containing a study of co-channel and adjacent channel stations; accepted amendment filed simultaneously with petition; removed from hearing docket.

Harvey Radio Laboratories, Inc., Cambridge, Mass.—Granted petition for leave to amend application for FM CP so as to show a request for the maximum power antenna elevation; to show a minor change in the officers and directors of applicant, and make other changes; accepted said amendment filed simultaneously with petition.

Scripps-Howard Radio, Inc., Pittsburgh—Granted petition to dismiss without prejudice application for television CP.

J. G. Long, et al, d/b as Bay City Bcstg. Co., McAllen, Tex.—Granted petition to dismiss without prejudice application for CP.

Joseph M. Viana, Woonsocket, R. I.—Granted petition for waiver of Section 1.384 of the Commission's Rules; accepted written appearance of petitioner.

KGFJ Los Angeles—Granted petition to intervene in the hearing in re application of John Gordon Studebaker and John Ward Studebaker, d/b as Studebaker Bcstg. Co., for new station at San Diego, Calif.

Elias I. Godofsky, Brooklyn—Granted petition for leave to amend application for FM CP so as to specify a community station located in Hempstead, N.Y. in place of a metropolitan station located in New York City, and to make other changes; accepted amendment filed simultaneously with petition; removed from hearing docket.

WBAL Baltimore—On the Commission's own motion, ordered that the hearing in re application for renewal of license of WBAL now scheduled for April 15 be postponed to July 1, 1946.

Albert E. Furlow, et al, d/b as Silver Gate Bcstg. Co., San Diego, Calif.—Denied petition for leave to intervene in the proceeding in re application of John Gordon Studebaker and John Ward Studebaker, d/b as Studebaker Bcstg. Co., for new station at San Diego, Calif.

APRIL 1

ACTION ON MOTIONS

By Comr. Durr

Matheson Radio Co., Inc. Boston—Granted motion for leave to amend its application for a new FM station, so as to specify a new transmitter site; to show transfer of all of the capital stock of applicant corporation from Alice E. Matheson, et al., to Fidelity Bcstg. Corp., and to make other changes, and the amendment was accepted.

Yankee Network, Inc. Boston—Granted motion for leave to amend application for an FM station, so as to specify data concerning proposed site, areas and population within the service contours, revised engineering data., etc., and the amendment was accepted.

Mass. Bcstg. Co. Boston—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; to supply engineering data, etc. and the amendment was accepted.

By Comr. Walker

Southwestern Bcstg. Corp., Odessa, Tex.—Denied motion requesting that engineering testimony be dispensed with in the consolidated hearing upon movant's application and that of Permian Basin Bcstg. Co.

APRIL 3

BY ADMINISTRATIVE BOARD

KCMJ Palm Springs, Calif.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited; also authority to determine operating power by direct measurement. The licensee is granted a waiver of Sec. 3.60 of the Commission's rules; conditions.

KTIS Odessa, Tex.—Granted modification of CP, which authorized a new station, to change type of transmitter, change type of towers and extend commencement and completion dates from 3-16-46 and 9-16-46 respectively to 60 days after grant and 180 days thereafter, respectively.

KGRH Fayetteville, Ark. — Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter location at Corner of W. North St. and Leverette Ave., Fayetteville. (Action taken 3/29.)

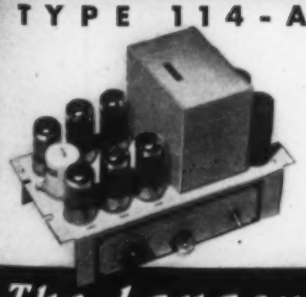
The Crosley Corp., Area of Cincinnati—Granted special temporary authority to operate FM transmitter on Channel 251, 3 kw, using a temporary antenna on WLW's tower, for a period of 30 days from date of grant for the purpose of making FM site test. (Applicant was granted conditional FM metropolitan station on 12-19-45.)

W3XAF Arlington, Va.—Granted modification of CP for experimental television station, for extension of commencement and completion dates only from 9-16-45 and 3-16-46 to 3-16-46 and 9-16-46.

(Continued on page 80)

Worthy of an Engineer's Careful Consideration

TYPE 114-A AMPLIFIER



TYPE 114-A AMPLIFIER is a two-stage medium gain, 4 watt, power amplifier, for 110-120 volt AC or DC operation, which can be used with a 600 ohm terminating input impedance, or across 600 ohms as a bridging amplifier. The gain with 600 ohms terminating impedance is 61 db and with bridging 43 db.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

An All-Time Favorite
THE HUT-SUT SONG
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WBNX
DAILY PROGRAMS IN
Italian Polish English Jewish German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

IN TOUCH WITH TOMORROW
....IN TUNE WITH TODAY
KGW
PORTLAND OREGON
REPRESENTED BY EDWARD PETRY & CO.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

An All-Time Favorite
SONG OF THE ISLANDS
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EDWARD B. MARKS MUSIC CORP.
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"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
A high-income market of over 200,000 urban population . . . center of rich farming area, too.
WHBF
BASIC MUTUAL 5KW 1270KC

FCC Actions

(*Continued from page 79*)

WRCL, Area of New York City—Cancelled relay broadcast station license expiring November 1, 1946. Licensee advises transmitter has been disassembled.

WMPS Chicago, Ill.—Cancelled relay broadcast station license expiring November 1, 1946. Licensee advises cancellation is desired due to inability to renew the lease at station location.

APRIL 4

ACTIONS ON MOTIONS
By Comr. Wakefield

WHP Inc., Harrisburg, Pa.—Granted petition to dismiss without prejudice its application for new television station.

KSEI Pocatello, Idaho—Granted motion requesting continuance of hearing now scheduled for April 15 on petitioner's application and that of KVAN, and continued same to May 15, 1946.

Fort Wayne Bcstg. Inc., Fort Wayne, Ind.—Granted motion for continuance of hearing on petitioner's application and that of Marion Radio Corp., now scheduled for June 10 and 11, and continued same to July 9.

United Bcstg. Co. Inc., Silver Spring, Md.—Granted petition insofar as it requests leave to amend its application so as to specify frequency 810 kc instead of 670 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Public Service Bcstg. Corp., Knoxville, Tenn.—Granted motion requesting leave to amend its application so as to specify daytime hours instead of unlimited hours of operation, and the amendment was accepted.

KCRS Midland-Odessa, Tex.—Granted petition for leave to amend its application so as to request power of 5 kw day, 1 kw night, instead of 5 kw day and night; to change exhibit, etc., and the amendment was accepted.

WCAE Inc., Pittsburgh—Granted motion requesting dismissal without prejudice of application for commercial television station.

Allegheny Broadcasting Corp., Pittsburgh—Same.

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—Granted motion for leave to amend its application so as to specify frequency 1090 instead of 980 kc; change exhibits, etc.; the amendment was accepted and application removed from hearing docket.

WNOE New Orleans—Granted motion requesting leave to amend application so as to request 25 kw power at night instead of 50 kw; to specify a new transmitter site and DA design, etc., and the amendment was accepted.

The Times Picayune Publishing Co., New Orleans—Granted petition for leave to intervene in the hearing on application of WAML.

Richard E. O'Dea, Paterson, N. J.—Granted petition for leave to intervene in the consolidated hearing now scheduled for May 20 in re applications of WNEW and Missionary Society of St. Paul the Apostle.

Missionary Society of St. Paul the Apostle, New York—Granted petition for leave to take depositions in re its application.

Allegheny Bcstg. Corp., Pittsburgh—Granted petition for leave to amend its application for an FM station, so as to give revised information on allocation analysis, service area, etc., and the amendment was accepted.

KOVO Provo, Utah—Granted motion requesting substitution of two names in the order issued by the Commission for authority to take depositions in connection with movant's application, and the order was amended to substitute the names of Wesley P. Lloyd and Julia Finlinson for Howard S. McDonald and Joseph Parrish, respectively.

Central Ill. Radio Corp., Peoria, Ill.—Granted petition requesting leave to amend its application, so as to show substitution of Sam J. Stone as a director and officer of applicant corporation, and the amendment was accepted.

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted petition for leave to amend its application so as to add Thos. J. Murray to list of stockholders and directors, etc., and the amendment was accepted.

Scripps-Howard Radio Inc., Pittsburgh, Pa.—Granted motion to dismiss without prejudice its application for a new FM station.

The Times-Mirror Co., Los Angeles—Granted petition requesting leave to amend its application for a television station, so as to change transmitter site, and the amendment was accepted.

The Central Ky. Bcstg. Co., Lexington, Ky.—Granted petition requesting leave to amend its application so as to show the deletion of Ted Grizzard as a stockholder in the corporation, etc., and the amendment was accepted.

Keystone Bcstg. Corp., Harrisburg, Pa.—Granted petition requesting a 30-day continuance of hearing now scheduled for April 15-16 at Harrisburg, in re tele. application of petitioner and of WHP Inc. Contained same to May 16.

Hearings This Week

APRIL 8

KSUB Cedar City, Utah—CP 590 kc 250 w night 1 kw day unlimited; **KFXM San Bernardino, Calif.**—CP 590 kc 1 kw unlimited, directional antenna night and day; **KLAC Los Angeles**—CP 570 kc 1 kw night 5 kw day unlimited; **San Bernardino Bcstg. Co., San Bernardino**—CP new station 590 kc 1 kw unlimited, directional antenna night and day; **The Star Bcstg. Co. Inc., Pueblo, Colo.**—CP new station 590 kc 1 kw unlimited.

(KFSD San Diego, Intervenor)

APRIL 8

The Constitution Publishing Co., Atlanta, Ga.—CP 550 kc 5 kw night 5 kw day unlimited, directional antenna night; **WJIM Lansing, Mich.**—CP 550 kc 1 kw unlimited, directional antenna night and day; **Montana Bcstg. & Television Co., Butte, Mont.**—CP new station 550 kc 1 kw unlimited; **KSD St. Louis, Mo.**—CP 550 kc 5 kw unlimited directional antenna night; **KTSA San Antonio, Tex.**—CP 550 kc 5 kw night 5 kw day unlimited, directional antenna night; **Public Service Bcstg. Corp., Knoxville, Tenn.**—CP 550 kc 1 kw unlimited, directional antenna; **WGR Buffalo**—CP 550 kc 5 kw unlimited, directional antenna night; **KCRS Midland, Tex.**—CP 550 kc 5 kw, directional antenna; **WKRC Cincinnati**—CP 550 kc 5 kw unlimited, directional antenna night and day; **Atlantic Radio Corp., Boston**—CP 550 kc 5 kw unlimited; **WDEV Waterbury, Vt.**—CP 550 kc 1 kw night 1 kw day unlimited, directional antenna; **KOAC Corvallis, Ore.**—Modification of license to 550 kc 5 kw unlimited, directional antenna night and day.

(WNBH New Bedford, KFYR Bismarck, KOY Phoenix, Intervenors)

APRIL 8

John L. Plummer, Bogalusia, La.—CP new station 1490 kc 250 w unlimited; **I. K. Corkern, Bogalusia**—CP new station 1490 kc 250 w.

APRIL 8

WGCM Bcstg. Co., co-partnership of Hugh O. Jones, William E. Jones and James O. Jones, Biloxi, Miss.—CP new station 1490 kc 250 w; **WLOX Bcstg. Co., Biloxi**—CP new station 1490 kc 250 w.

APRIL 8

Howard W. Davis, tr/as The Walmac Co., Corpus Christi, Tex.—CP new station 1230 kc 250 w; **R. F. & W. Bcstg. Co., Corpus Christi**—CP new station 1230 kc 250 w; **Corpus Christi Bcstg. Co. Inc., Corpus Christi**—CP new station 1230 kc 250 w.

APRIL 9

Arkansas-Oklahoma Bcstg. Corp., Ft. Smith, Ark.—CP new station 1230 kc 250 w; **Donald W. Reynolds, Ft. Smith**—CP new station 1230 kc 250 w.

APRIL 9

Permian Basin Bcstg. Co., Odessa, Tex.—CP new station 1450 kc 250 w unlimited; **Southwestern Bcstg. Corp., Odessa**—CP new station 1450 kc 250 w.

APRIL 10

WGTM Wilson, N. C.—CP 590 kc 5 kw unlimited, directional antenna night and day; **WGBR Goldsboro, N. C.**—CP 590 kc 5 kw unlimited, directional antenna night and day; **WFTC Kinston, N. C.**—CP 590 kc 5 kw unlimited, directional antenna night; **WSLS Lynchburg, Va.**—CP 610 kc 1 kw unlimited, directional antenna night and day; **Virginia Bcstg. Corp., Roanoke**—CP new station 610 kc 1 kw unlimited, directional antenna night and day.

APRIL 11

WKBZ Muskegon, Mich.—CP 1230 kc 250 w unlimited; **John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Bcstg. Co., Grand Rapids, Mich.**—CP and license 1230 kc 250 w unlimited.

APRIL 11

Valley Bcstg. Assn. Inc., McAllen, Tex.—CP new station 910 kc, directional antenna night & day; **Howard W. Davis, McAllen**—CP new station 910 kc 1 kw unlimited, directional antenna night; **KVAL Brownsville, Tex.**—CP 910 kc 1 kw unlimited, directional antenna night & day; **KRRV Sherman, Tex.**—CP 910 kc 5 kw unlimited, directional antenna night & day.

APRIL 12

WTNJ Trenton, N. J.—License renewal and modification of license; **WCAM Camden, N. J.**—License renewal and modification of license; **WCAP Asbury, N. J.**—License renewal and modification of license. (All aforementioned on 1310 kc as time-sharing stations.)

(Mack Radio Sales Co., Intervenor)

APRIL 12

KOVO Provo, Utah—CP 960 kc 1 kw unlimited; **KROW Oakland, Calif.**—CP 960 kc 5 kw unlimited, directional antenna night.

(KMA Shenandoah, Ia., Intervenor)

S-C Profits Up

STROMBERG-CARLSON Co. made a net profit of $4,050,958 in 1945, almost a half million ahead of the $3,585,588 net earnings for 1944, although the company's gross sales in 1945 were $33,144,603, down 22 million from the gross of $55,101,940 in 1944, according to the annual report issued last week.

Statement shows a profit from broadcasting operations of $370,937, which the report calls excellent in view of "the great amount of broadcasting time devoted to winning the war."

WGAL Inc., Lancaster, Pa.—Granted petition requesting 30-day continuance of hearing now scheduled for April 18-19 at Lancaster, on petitioner's application and that of Lancaster Television Corp., in re their television applications, and continued same to May 20.

By Comr. Walker

KRRV Sherman, Tex.—The Commission on its own motion ordered that the part of the consolidated hearing which relates to application of KRRV only be continued to April 22, 1946. (Action taken 4/2.)

By Comr. Wakefield

Drohlich Brothers, Flint, Mich.—Ordered that the consolidated hearing on Drohlich Bros. application and that of Booth Radio Stations Inc., now scheduled for April 16, be continued to April 18.

BY COMMISSION EN BANC

Commercial FM Grants—Issued engineering approval to nine applicants, raising same to status of full grants. (See story and list, page 74.)

AM—1340 kc

Twin City Bcstg. Co. Inc., Augusta, Me.—Granted CP new station 1340 kc, 250 w, unlimited time.

AM—1490 kc

Charles Wilbur Lamar Jr., Houma, La.—Granted CP new station 1490 kc, 250 w, unlimited time.

AM—1230 kc

Capital Bcstg. Co., Lewistown, Mont.—Granted CP new station 1230 kc, 250 w, unlimited time.

AM—1400 kc

Rogue Valley Bcstg. Co. Inc., Ashland, Ore.—Granted CP new station 1400 kc, 250 w, unlimited time.

AM—1060 kc

Stark Bcstg. Corp., Canton, Ohio—Granted CP new station to operate on 1060 kc, 1 kw, daytime only.

AM—710 kc

Kenneth R. Giddens and T. J. Roster, d/b as Giddens & Roster, Mobile, Ala.—Granted CP new station 710 kc, 1 kw, daytime only.

AM—1490 kc

Frank E. Pellegrin and Homer H. Gruenther, d/b as Pellegrin and Gruenther, Oak Ridge, Tenn.—Granted CP new station 1490 kc, 250 w, unlimited time.

AM—1510 kc

Methodist Radio Parish Inc., Flint, Mich.—Granted CP new station 1510 kc, 250 w, daytime only.

AM—1440 kc

KMLB Monroe, La.—Granted modification of CP to increase power from 1 to 5 kw day, and install a new transmitter.

AM—1490 kc

Alfred Dorman, Statesboro, Ga.—Granted CP new station 1490 kc, 250 w, unlimited time.

AM—910 kc

KPOF Denver, Colo.—Granted CP to increase power from 1 kw day and night, to 5 kw day, 1 kw night, and install a new composite transmitter.

AM—1270 kc

KTFI Twin Falls, Idaho—Granted CP increase power from 1 kw unlimited time, to 5 kw-LS, 1 kw night, install new transmitter and change studio location.

AM—1230 kc

KGDE Fergus Falls, Minn.—Granted consent to voluntary assignment of license of KGDE from Charles L. Jaren to Fergus Radio Corp., a newly organized corporation, for a consideration of $50,000.

AM—770 kc

WJZ New York—Adopted an order denying petition of WJZ to dismiss the application of KOB Albuquerque, N. M., for modification of construction permit to change frequency from 1030 to 770 kc; for license to cover CP as modified, and authority to determine operating power by direct measurement.

AM—1360 kc

KGB San Diego, Cal.—Designated for hearing application to increase power from 1 to 5 kw on frequency 1360 kc, and install new transmitter and antenna, and to change transmitter location.

AM—1240 kc

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application for a new station to operate on 1240 kc, 250 w, unlimited time, to be heard with application of Pocatello Bcstg. Co. requesting the same facilities.

AM—1040 kc

Northern Ohio Bcstg. Co., Amherst, Ohio—Designated for hearing application for a new station to operate on 1040 kc, 1 kw, daytime hours, to be heard with application of LCB Inc. for a new station in Lorain, Ohio, to operate on 1040 kc, 1 kw, daytime.

Developmental

Cowles Bcstg. Co., Wheaton, Md.—Granted CP for a new developmental station; freqs. that may be assigned by the Commission's chief engineer; power 3 kw peak maximum; to operate as an experimental television station, to demonstrate the practicability of the CBS color television system and to assist in securing acceptable standards therefor.

AM—860 kc

Wisc. Bcstg. System Inc., Milwaukee—Granted CP new station 860 kc, 250 w, daytime only.

AM—580 kc

WGAC Augusta, Ga.—Adopted an order granting petition of WGAC for reconsideration and grant without a hearing of its application for a CP permit; granted said application to change frequency from 1240 to 580 kc, and increase power from 250 w to 1 kw night, 5 kw day, employing a DA for nighttime use, and change location of transmitter at Augusta.

AM—1490 kc

The Covington News Inc., Covington, Ga.—Adopted an order granting petition for reconsideration and grant without hearing of its application for CP, and granted said application for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1320 kc

WJHP Jacksonville, Fla.—Granted increase power from 250 w to 5 kw, install directional antenna for night use, and change transmitter location.

AM—1010-1090 kc

The Templetone Radio Mfg. Corp., Boston; Enterprise Publishing Co., Brockton—Designated for hearing application of Templetone for a new station to operate on 1090 kc, 1 kw, daytime only, to be consolidated with application of Enterprise Pub. Co. for a new station to use 1010 kc, 250 w, daytime.

AM—1490-1510 kc

Blue Valley Co., Independence, Mo.; General Bcstg. Co., Independence—Designated for hearing in a consolidated proceeding the application of Blue Valley, 1510 kc, 1 kw, daytime, with application of General Bcstg. Co., 1490 kc, 250 w, unlimited.

AM—790 kc

Antilles Bcstg. System Inc., Rio Piedras, P. R.; Radio Americas Corp., San Juan, P. R.—Designated for hearing in a consolidated proceeding the application of Antilles 790 kc, 5 kw, unlimited time, with application of Radio Americas Corp., 790 kc, 1 kw, unlimited.

AM—850 kc

A. J. Fletcher, Greensboro, N. C.; The News and Observer Publishing Co., Raleigh, N. C.—Designated for hearing in a consolidated proceeding the application of A. J. Fletcher, 850 kc, 1 kw, daytime, with application of Raleigh News and Observer Pub. Co., 850 kc, 1 kw night, 5 kw day, unlimited.

Applications . . .

MARCH 29

AM-1490

The Berkshire Bcstg. Corp., Danbury, Conn.—For a new station, 1490 kc 250 w and unlimited hours.—AMENDED: re changes in officers, directors, stockholders, change in transmitting location.

AM-1340 kc

WBRK Pittsfield, Mass.—Application to purchase station WBRK by Leon Podolsky (conditional FM grant).

FM-101.1 mc

The Yankee Network Inc., Boston—New metropolitan FM station to be operated on channel 66—AMENDED: to specify coverage as 8,900 square miles, population as 3,461,108, type of transmitter, change transmitter location and make changes in antenna system.

FM-Unassigned

Macomb Publishing Co., Mt. Clemens, Mich.—New community FM station to be operated on frequency to be assigned by FCC.

AM-1490 kc

Manatee Bcstg. Co. Inc., Bradenton, Fla.—CP new station, 1490 kc 250 w, unlimited hours.

AM-1340 kc

WTSB Lumberton, N. C.—Modification of CP which authorized a new standard station for changes in transmitting equipment, approval of antenna, and approval of transmitter and studio locations.

AM-1140 kc

KSOO Sioux Falls, S. D.—CP increase from 5 kw to 10 kw, change hours of operation from limited to unlimited time, install new transmitter and directional antenna for night use, and change transmitter location.

AM-1190 kc

WIRE Indianapolis—CP change from 1430 to 1190 kc, increase power from 5 kw to 50 kw, install new transmitter, new directional antenna for night use and change transmitter location.

FM-Unassigned

Evangelical Lutheran Synod of Missouri, Ohio and other states, Clayton, Mo.—CP new FM station to be operated on frequency and coverage not specified.—AMENDED: to specify studio location, change type of transmitter and type of station as metropolitan. Specify frequency to be assigned by FCC, coverage of 9,600 square miles and population as 1,703,827.

AM-1510 kc

KGA Spokane, Wash.—CP increase power from 10 to 50 kw, install new transmitter, make changes in directional antenna for night use and change transmitter location.

FM-Unassigned

Pacific Coast Bcstg. Co., Pasadena, Calif.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage to be determined.

Applications tendered for filing:

AM-730 kc

WPIK Alexandria, Va.—CP increase from 250 w to 1 kw, install new transmitter and new antenna equipment.

AM-760 kc

Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—CP new station 760 kc 10 kw and daytime hours.

AM-1450 kc

South Plains Bcstg. Co., Lubbock, Tex.—CP new station 1450 kc 250 w, unlimited hours.

AM-1180 kc

Southwest Iowa Bcstg. Co., Creston, Iowa—CP new station 1180 kc 1 kw, daytime hours.

AM-1400 kc

WCBE Inc., Eau Claire, Wis.—CP new station 1400 kc 250 w, unlimited hours.

AM-1400 kc

Big Horn Basin Bcstg. Co., Cody, Wyo.—CP new station 1400 kc 250 w, unlimited hours (contingent upon grant of KWYO for 1410 kc).

APRIL 1

AM-660 kc

KFAR Fairbanks, Alaska—Extension of special service authorization to operate with an RCA type 10-DX transmitter on 660 kc, 10 kw, unlimited time for the period begin 3 a.m. EST May 1, 1946, and ending 3 a.m. EST May 1, 1947.

AM-1490 kc

WCNH Manchester, N. H.—Modification of CP which authorized new standard station for approval to move transmitter and studio locations from Concord, N. H., to Manchester, N. H.

Video 66-72 mc

WNBT New York—CP install new visual and aural transmitters and make changes in antenna system, and specify frequency as channel 4.

FM-99.7 mc

Bay State Bcstg. Co., New Bedford, Mass.—CP new metropolitan FM station on channel 259—AMENDED: to change transmitter location, specify coverage as 5,543 sq. mi., population as 1,602,224 and make changes in antenna system.

AM-1040 kc

LCB Inc., Lorain, Ohio—CP new station 1040 kc 1 kw daytime hours.

FM-101.9 mc

Stark Bcstg. Corp., Canton, Ohio—CP new FM station on channel 270 and coverage 9,330 sq. mi.—AMENDED: to specify class of station as metropolitan.

AM-1400 kc

J. O. Fly Sr., George F. Fly, Harvard P. Smith and Robert W. Rounsaville, d/b as Shelbyville Bcstg. Co., Shelbyville, Tenn.—CP new station 1400 kc 250 w, unlimited.

AM-1260 kc

W. C. Lucas and Roy Cox, d/b as Asheboro Bcstg. Co., Asheboro, N. C.—CP new station 1260 kc 1 kw, daytime.

AM-1450 kc

Southern Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w unlimited.

AM-1490 kc

V. L. Rossi and John D. Rossi, d/b as Bee Bcstg. Co., Beeville, Tex.—CP new station 1490 kc 250 w, unlimited.

AM-1000 kc

Goggan Radio Sales, partnership of Benjamin F. Goggan Jr. and Howard Dennis, Henderson, Tex.—CP new station 1000 kc 250 w, daytime.

AM-1360 kc

Odessa Bcstg. Co., Odessa, Tex.—CP new station 1360 kc 5 kw daytime operation—AMENDED: to change name of applicant from Wendell Mayes, C. C. Woodson and J. S. McBeath, d/b as Odessa Bcstg. Co. to R. T. Waddell, P. C. Harbour, J. F. Postelle and J. S. McBeath, d/b as Odessa Bcstg. Co.

AM-1490 kc

Alfred Dorman, Statesboro, Ga.—CP new station, 1490 kc 250 w, unlimited—AMENDED: to change transmitter and studio locations.

(Continued on page 83)

The BIGGEST AUDIENCE PARTICIPATION SHOWS in San Francisco are on

UBC-KSFO-UBC

Universal Network's Key Stations for Northern California

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming —therefore first in sales influence.

WTAG WORCESTER

BEAUMONT ORANGE PORT ARTHUR

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560 K.C., 1,000 WATTS

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REPRESENTED BY Taylor Howe Snowden Radio Sales

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CHEYENNE WYOMING

HOME OF FRONTIER DAYS

"THE DADDY OF 'EM ALL"

AMERICAN NETWORK

REPRESENTED BY RAMBEAU

630 KILOCYCLES

5000 WATTS FULL TIME

American Broadcasting Co.

Represented Nationally by John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Sales engineer—To contact commercial broadcast stations and new station applicants. Must have real sales ability, plus complete technical experience, to sell new transmitters—studio equipment—antenna equipment—and complete line of supplies. Must be now located or interested in locating in Texas. Box 904, BROADCASTING.

Radio salesman wanted by progressive Texas station. Give complete history. Box 97, BROADCASTING.

Salesman-announcer — Experienced rewriting local news supplied by daily New England newspaper, selling and servicing local accounts. Good voice and car essential. Write full details first letter. Immediate employment. Box 38, BROADCASTING.

Wanted—New Louisiana station 250 watt AM & FM wants experienced announcers, salesman and production man. Give full information as qualifications first letter. Box 54, BROADCASTING.

Station manager—New 250 watter in an excellent market. Pennsylvania city of 60,000—write giving full information. Hurry—this won't wait! Box 87, BROADCASTING.

Wanted—By five thousand watt station in southwest city of hundred thousand. Sales manager with experience as such at thousand or five thousand watt station. Interested only in experienced man with energy and ability who can lead and direct salesmen. Prefer veteran. Send references, picture, and salary expected air mail. Box 90, BROADCASTING.

Qualified engineer for technical director of mountain states 5 kw station. Must have college degree or equivalent, practical experience with general knowledge of AM, FM, television, antennas and studio layouts. Address correspondence to Box 94, BROADCASTING.

Texas station has opening for experienced announcer. Apply Box 98, BROADCASTING.

Manager, new 250 w N. E. station. Veteran preferred. First letter give complete qualifications, experience, salary and commission desired. Box 100, BROADCASTING.

Experienced radio salesman with drive, "follow through", and ability to organize. If you've got the stuff, we have THE job. NBC Rocky Mountain affiliate where hunting and fishing incomparable. Send experience record, references, photo to Box 108, BROADCASTING.

Continuity-announcer; can use continuity man or woman who is capable of doing couple hours announcing daily. Want person who can write selling spot announcements and commercial copy for 5 and 15 minute shows. Announcing not absolutely essential. Give full details to station WOLS, Florence, S. C.

Competent disc jockey with successful program record for a Rocky Mountain 5 kw network station. Send details to Box 93, BROADCASTING.

New 250 watt network outlet under construction needs program director, announcers and engineer. Give salary expected and experience in letter. WLAU, Laurel, Miss.

Wanted—New Songs!! Send penny postcard with name and address. Orpheum Music Pub., 330 N. Western Ave., Los Angeles, 4, Calif.

Engineer-announcer wanted by an NBC station in the citrus belt of Florida. Only routine announcing required. Prefer young man from the south starting out in radio. Room for advancement. Give complete details in first letter. Radio Station WLAK, Lakeland, Florida.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Newspaper FM organization in four major eastern markets requires station manager with several years experience in all phases of radio operation, particularly program origination. Give complete details of jobs held, salary required and photo of self. This is a big opportunity for man who is on his way up and wants connection with organization with large radio plans. Box 114, BROADCASTING.

Help Wanted (Cont'd)

Help wanted—Commercial writer, male or female. Must be experienced and have original ideas. Midwest network station. Good salary, permanent position. State experience and references. Box 116, BROADCASTING.

Good announcer—Experienced ad lib, news, platter shows wanted by outstanding middlewest network affiliate immediately. Single man preferred due to housing situation. Good opportunity afforded to capable man. Send audition disc and complete references to R. Page, Mgr., WCLO, Janesville, Wisc.

Situations Wanted

Announcer—Experienced, news, record shows, continuity writing. Knowledge all types music. Graduate Syracuse University. Available immediately. Box 28, BROADCASTING.

Chief engineer, sixteen years experience up to fifty kilowatts, first class license, family, available two weeks notice. Box 34, BROADCASTING.

Program director. AFRS stations Italy have had Radio Roma and Napoli by the heels. Five 1000 watt stations trade—able, however, by their general manager for Stateside offer. Box 52, BROADCASTING.

News editor or news editor-commentator. On air 3 years. Foreign crspdt. American, 46. Good refs. Unmarried. Box 59, BROADCASTING.

Announcer — Ambitious, conscientious, young man, 28, college education, with "plenty on the ball" wants opportunity to prove himself for aggressive radio station. Box 88, BROADCASTING.

Program production—Dramatic workshop background. Strong on public service. Young, capable veteran. Also network sales promotion experience. Will go anywhere. Box 62, BROADCASTING.

Radio writer. Former radio officer aircraft carrier desires script or continuity job. Two years daily newspaper experience; three years advertising manager industrial; free lance dramatic scripts. Salary open. Locate anywhere. Married, 27, university journalism degree. Box 68, BROADCASTING.

Washington news editor desires to leave Capital. Will consider offer extending complete control and responsibility of news room. Can organize and operate entire news set-up. Veteran. Experience gained prior to and since service. Box 79, BROADCASTING.

News-editor/announcer—Ex Navy correspondent, WW II, formerly United Press. Five years editing, writing, announcing radio news. Married, 27. Housing? Box 84, BROADCASTING.

Account executive, 33, recently with 10,000 watt station. Veteran, wife and child. Desires opening with aggressive station, preferably in California. Previously experienced as actor, announcer and writer. College graduate and former motion picture player. Write salary and housing details in first letter. Box 86, BROADCASTING.

50 kw announcer—Five years experience, news, writing, production, early morning shows, married, 29, college graduate. Box 85, BROADCASTING.

Newscaster-Commentator. Available now, young man with good voice for newscasts, commentaries and other general staff announcing work. Box 89, BROADCASTING.

Station manager—Recently discharged veteran now available for progressive station. Twelve years experience in production, announcing and sales plus experience in Armed Forces Radio Service. Complete broadcasting background with proved executive ability. College man, 31 years of age. Excellent references. Will consider investing in station. Include details. Box 91, BROADCASTING.

Signal Corps veteran, first phone license, wants announcer-operator position. Experienced on 5 kw station, operation and maintenance. 2 years engineering at Purdue. Single, 23, dependable. Transcription available. Box 95, BROADCASTING.

Experienced in every phase of broadcasting——program direction, announcing, copy, sales, engineering. Purdue graduate. First phone. Not veteran. If you are located in southern California and may be able to use me at $400.00 month please write. Personal interview. Box 96, BROADCASTING.

Announcer—Two years college, seven years, violinist, baritone vocalist seeks first position announcing. Transcription, picture, details on request. Box 99, BROADCASTING.

Announcer-producer—proven versatility. 7 years all phases broadcasting local and national. Highly recommended by past employers, clients and agencies. Excellent voice, references and background. Program director or chief announcer position desired with solid opportunities for future. Family man, 28. Photo, qualifications, info., transcription if you are interested. Box 101, BROADCASTING.

Station seeking experienced technician or chief contact. Box 102, BROADCASTING.

Expert newscaster; Veteran, AFRS Manila, Tokyo—twelve years radio experience including network commercial news from Hollywood. Available immediately. Best references. Also able program director. Five hundred monthly. East or midwest preferred. Box 103, BROADCASTING.

Four years comprehensive FM station experience as assistant chief engineer. 15 years in radio includes broadcasting. AM, FM transmitters and receivers. Seven published technical articles. Studio control live and disc shows; recording; announcing and newscasting; studio and transmitter maintenance. Box 105, BROADCASTING.

Topnotch sportscaster—Available immediately. Age 30, married. 7 years experience. Play by play, football, baseball, basketball, boxing, track and field—straight sportscast—ad lib interviews and special events. Looking for permanent position with future at sports-minded station. Honest, dependable, sober. Please state salary. Box 106, BROADCASTING.

Engineer, 16 years experience, now employed, desires change. For details write Paul Shaw, Chief Engr., KTEM, Temple, Texas.

Situations Wanted (Cont'd)

First class engineer—Hard worker wants permanency in southwest or deep south. Experienced AM-FM transmitter, all types studio shows, maintenance, remotes, some announcing. Formerly with New York City station, New Jersey local. War Department. Three years engineering eastern university. Excellent references. Box 107, BROADCASTING.

Program man. Veteran. Combined programming talents with experience as studio and remote operator. Knows music. Has knack for public service and educational shows. Industrious, stable. Box 109, BROADCASTING.

Station executive—Over fourteen years continuous experience all phases broadcasting except selling, five years supervisory; university graduate business advisory; university graduate business administration, excellent references, 32, family; desires responsible position manager or assistant. Box 111, BROADCASTING.

Downright puzzled! This announcer-veteran feels a square deal is due. Full network credits. Go anywhere. Who'll play ball? Wire Jack Sloane, 3048 Brighton First St., Brooklyn, N. Y.

WANTED

Experienced Radio Personnel.

By new 1 kw daytime station starting about May 1.

Program Director: To take full charge all phases of quality programming including music, dramatics, program creating and building, script analyst, continuity writer, etc. Must be creative and aggressive leader.

Commercial Manager: Experienced, proved production ability, capable directing aggressive sales staff.

Time Salesman: With proved record. Also announcers, operators.

Give full information first letter with references, salary requirements, also enclose photo. Apply in confidence.

Station WTOD
1014 Edison Bldg.
Toledo 4, Ohio

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.
Contact W. T. FREELAND
611 Baronne St.
New Orleans 13, La.
Raymond 4756

DOUBLE CHECK THIS AD

Somewhere there is a progressive station, network, agency with highest quality program goals that needs a WRITER, PRODUCER who can really build fine quality, creative shows. His work has been outstanding in the field of dramatic, documentary effort. Best references; scripts and audition records available. Write Box 110, BROADCASTING.

Radio Engineers Wanted

for Immediate Employment

Salary will be most satisfactory to the men selected. Experience in development and design important; college degree desirable but not essential. Company displays 5-Star "E" Flag and is small enough to assure recognition and rapid promotion to those whose ability is adequately demonstrated.

Write, phone or call in person for immediate interview. Contact J. E. Richardson, Personnel Manager.

Air-Track Manufacturing Co.

A Division of Aerodynamic Research Corporation

5009 Calvert Road • College Park, Md. • WAfield 9200

I HAVE BEEN FIRED!

Not for lack of ability; too many returning servicemen. Do you want me? Excellent feminine voice: Public relations direct, continuity. College grad.

BOX 86, BROADCASTING

WANTED

TRAFFIC SECRETARY, southeastern Michigan station. Permanent position. Good pay for capable, intelligent person. Write Box 112, BROADCASTING.

Situations Wanted (Cont'd)

Veteran wants opportunity for rapid development into directing assignments. Studying radio (principally direction), New York University since discharge, Sept. '45. Can handle announcing, acting, news-writing. Audition disc available. 28, married, university graduate. W. L. Delbridge, 42 East Hudson, Long Beach, New York.

Program man—Solid station background. Announcing, music. Capable, ambitious. Has ideas, showmanship. Can handle special events, good ad-libber. Knows public service programming. Will go anywhere. Frank Pulse, 464 Evergreen Ave., Brooklyn, N. Y.

Announcer—writer. Program director, newscaster, variety shows. 1½ years experience. Audition disc on request. Veteran. Allen Mason, 5047 N. Central Park Ave., Chicago 25, Illinois.

Writer. News, continuity, spots, commercials, dramatic scripts. Three years experience. Married. College degree in journalism. Will go anywhere but Texas preferred. Box 117, BROADCASTING.

Top-notch announcer and newscaster, presently employed in responsible job, would like a change for personal reasons. Qualified to manage small station. Would consider combining air work with sales or program director's job. Thorough background in radio. Box 113, BROADCASTING.

Announcer-Veteran. Experience confined to academic work. Willing to start at moderate salary to prove ability. Particulars, transcription upon request. Interview within day's travel. S. G. Hayes, 6320 N. Magnolia, Chicago 40, Ill.

Announcer—With AFN for 3 month period, newscasts, Army commercials, request programs, personality interviews and script writing experience. Have NBC recommendation. Will travel. Ray W. Scarpone, 1274 85 St., Brooklyn, N. Y.

For Sale

For sale—Highest offer takes a new Kluge 250 watt transmitter in original box, complete with tubes and crystal. Box 890, BROADCASTING.

For sale—Complete set of power and audio transformers for 250 w high level modulator. All Amertran deluxe components. Box 82, BROADCASTING.

Presto portable dual speed recorder, 12" recently factory reconditioned, $215. Jim Hill, WHKK, Akron, Ohio.

For immediate delivery 4 Western Electric 121-A amplifiers; 1 Western Electric 118-A amplifier; 2 18-A power supplies for the 121-As; 3 Langevin High Fidelity 101-A 50 watt amplifiers. All above equipment used less than six months and in perfect condition. Write or wire at once since $850 takes the entire lot, Electronic Engineering, Inc., 1124 Vermont Ave., N. W., Washington, D. C.

Wanted to Buy

Wanted to buy—Experienced radio man and veteran desires to purchase local or regional station. Include price and complete information. All replies treated confidential. Box 92, BROADCASTING.

Turntables—70cl or equal. Frequency and modulation monitors. Details, quote WJOY, Burlington, Vt.

Responsible party with adequate financing is interested in purchasing a regional or local radio station affiliated with a major network. Prefer a market with one or two stations. Replies held in strict confidence. Box 115, BROADCASTING.

Miscellaneous

Veteran plans establishing 1 kw station, 100 miles from NYC. Broadcast entertainment from summer hotels. FCC approval pending. Interested hearing any propositions—financial, representation, employment or otherwise. Box 104, BROADCASTING.

FCC Actions

(Continued from page 81)

AM-860 kc

Wisconsin Bcstg. System Inc., Milwaukee—CP new station, 860 kc 250 w and daytime hours.—AMENDED: re officers, directors and stockholders.

AM-1170 kc

Mattoon Broadcasting Co., Mattoon, Ill.—CP new station, 1170 kc 250 w, daytime hours.

AM-1280 kc

Gila Bcstg. Co., Silver City, N. M.—CP new station, 1280 kc 1 kw, unlimited.

AM-1450 kc

Eastern Idaho Bcstg. and Television Co., Pocatello, Idaho—CP new station, 1450 kc 250 w, unlimited.

AM-1240 kc

Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Berenice Brownlow, d/b as Montana Broadcasters, Havre, Mont.—CP new station, 1240 kc 250 w, unlimited.

FM-Unassigned

Beverly Hills Bcstg. Co., a co-partnership of R. E. Henry and J. T. Henry, Beverly Hills, Calif.—CP new community station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined.

FM-Unassigned

Unity Bcstg. Corp. of California, Los Angeles, Calif.—CP new metropolitan station to be operated on frequency as assigned by chief engineer FCC.

FM-96.1 mc

KMPC, The Station of the Stars Inc., Los Angeles, Calif.—CP new metropolitan FM station to be operated on channel 241 or as assigned and coverage to be determined.

Educational FM

College of the Pacific, Stockton, Cal.—CP new non-commercial educational station to be operated on any available frequency, FM type of emission and power of 1 kw.—AMENDED: to specify type of transmitter and antenna system.

Applications tendered for filing:

AM-1190 kc

WLIB, Brooklyn—CP increase power from 1 kw limited to 10 kw unlimited. Install new transmitter and change transmitter location and install directional antenna for day and night.

AM-1230 kc

Eagle Printing Co. Inc., Butler, Pa.—CP new station, 1230 kc 250 w, unlimited.

AM-1490 kc

Thomas Maxie Self, John Eads Douglas, and Gordon Theodore Rand, a partnership d/b as The Progressive Bcstg. Co., Paragould, Ark.—CP new station, 1490 kc 250 w, unlimited.

AM-1450 kc

Tallahassee Appliance Corp., Tallahassee, Fla.—CP new station, 1450 kc 250 w, unlimited.

AM-1340 kc

Mary A. Petru, Socs N. Vratis, Gray R. Harrower, and Branch C. Todd, a partnership d/b as Port Arthur Bcstg. Co., Port Arthur, Tex.—CP new station, 1340 kc 250 w, unlimited.

AM-1230 kc

Kelly Bell, Nacogdoches, Tex.—CP new station, 1230 kc 250 w, unlimited.

AM-1590 kc

Gila Bcstg. Co., Coolidge, Ariz.—CP new station, 1590 kc 1 kw, unlimited.

APRIL 3

FM—93.1 mc

The Brockway Co., Massena, N. Y.—CP new metropolitan FM on Channel 226 and coverage of 3,755 sq. mi.

FM—94.5 mc

Massachusetts Bcstg. Co., Boston—CP new metropolitan FM station to be operate on Channel 219 and coverage to be determined—AMENDED: to change frequency from Channel 219 to Channel 233, change in antenna system, specify coverage as 8,200 sq. mi. and population as 3,232,489.

FM—99.3 mc

Matheson Radio Co. Inc., Boston—CP new FM station to be operated on 99.3 mc and coverage of 11,070 sq. mi.—AMENDED: to change officers, directors and stockholders and change transmitter location.

FM—92.1 mc

Harvey Radio Laboratories Inc., Cambridge, Mass.—CP new metropolitan station to be operated on Channel 221 and coverage of 5,299 sq. mi.—AMENDED: to change officers, directors and stockholders, coverage from 5,299 sq. mi. to 9,638 sq. mi., change type of transmitter and make changes in antenna system.

FM—Unassigned

Templetone Radio Mfg. Corp., Boston, Mass.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage to be determined by FCC—AMENDED: re corporate structure, to specify type of transmitter and make changes in antenna system.

FM—94.1 mc

Potomac Bcstg. Cooperative, Washington—CP new FM station on frequency and coverage to be supplied later—AMENDED: to specify frequency as Channel 231, coverage as 12,050 sq. mi., class of station as metropolitan, change type of transmitter, transmitter location and change name from Potomac Cooperative Federation Inc. to Potomac Bcstg. Cooperative.

FM—Unassigned

Mon-Yough Bcstg. Co., McKeesport, Pa.—CP new community FM station to be operated on frequency to be assigned by FCC.

AM—1340 kc

Clearwater Radio Broadcasters Inc., Clearwater, Fla.—CP new station 1340 kc, 250 w and unlimited hours.

FM—Unassigned

William F. Huffman, Wisconsin Rapids, Wis.—CP new FM station on frequency to be assigned by FCC and coverage of 3,832 sq. mi.

FM—104.5 mc

Elmwood Park Bcstg. Corp., Elmwood Park, Ill.—CP new community FM station on Channel 283.

Video—76-82 mc

KSTP Inc., St. Paul, Minn.—CP new commercial television station—AMENDED: to change frequency from Channel 1, 50 to 56 megacycles to Channel 5.

AM—1310 kc

KFBB Great Falls, Mont.—Transfer of control of licensee corporation from F. A. Buttrey to Fred Birch.

Applications Received:

FM—104.9 mc

Siskiyou Bcstg. Co., Ashland, Ore. (P. O. 150 N. Main)—CP new community FM station to be operated on Channel 285.

Applications Dismissed:

AM—1450 kc

KFLW Klamath Falls, Ore.—Modification of CP, as modified, which authorized a new standard station, for extension of completion date from 3-3-46 to 5-3-46. (Unnecessary.)

FM—43.9 mc

Hearst Publications Inc. (San Francisco Examiner Dept.), San Francisco—CP new FM broadcast station to be operated on 43.9 mc and coverage of 24,566 sq. mi. (Request of attorney.)

Applications Tendered for Filing:

AM—550 kc

WDEV Waterbury, Vt.—Consent to involuntary assignment of the license of Radio Station WDEV to Lloyd E. Squier and Ernest C. Perkins, Executor of the Estate of William G. Ricker, Deceased.

AM—1420 kc

WWSR St. Albans, Vt.—Consent to involuntary transfer of control of stock owned by William G. Ricker, deceased, in Vermont Radio Corp. Inc., licensee of Station WWSR, to Ernest C. Perkins, Executor.

AM—1520 kc

Bcstg. Foundation Inc., Buffalo—CP new station 1520 kc, 50 kw, directional antenna and unlimited hours.

AM—940 kc

Hollywood Bcstg. Co., Hollywood, Fla.—CP new station 940 kc, 1 kw daytime.

AM—1450 kc

Julius B. Mooney d/b as Hub Bcstg. Co., Lubbock, Texas—CP new station 1450 kc, 250 w and unlimited hours.

AM—1450 kc

WLAY Sheffield, Ala. — CP change transmitter from Muscle Shoals City, Ala., to Sheffield, Ala., approval of transmitter location and antenna system.

APRIL 4

FM—98 mc

Frank Parker, Danbury, Conn.—CP new community FM station to be operated on plus-minus 98.0 mc.

AM—1220 kc

Norfolk Bcstg. Corp., Norfolk, Va.—CP new station 1220 kc, 250 w and daytime hours—AMENDED: re change in directors and officers.

AM—1470 kc

Booth Radio Stations Inc., Grand Rapids, Mich.—CP new station 1470 kc, power of 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change transmitter location.

FM—97.9 mc

Thomas Garland Tinsley Jr., Richmond, Va.—CP new metropolitan FM station to be operated on Channel 250 and coverage of 10,200 sq. mi.

AM—1450 kc

Edwin Mead, Miami, Fla.—CP new station 1450 kc, 250 w and unlimited hours.

AM—710 kc

WGBS Miami, Fla.—CP to increase power from 10 kw to 50 kw, install new transmitter and directional antenna for day and night use and change transmitter location—AMENDED: to change use of directional antenna from day and night to night only.

AM—1400 kc

Kenneth Kesterson and Charles Penix, a partnership d/b as Radio Engineering Service, Pine Bluff, Ark.—CP new station 1400 kc, 250 w and unlimited hours—AMENDED: to change transmitter location.

FM—101.3 mc

Southwestern Hotel Co., Fort Smith, Ark.—CP new metropolitan FM station to be operated on channel 267 and coverage of 6,059 sq. mi.

FM—98.5 mc

A. J. Fletcher, Greensboro, N. C.—CP new FM (metropolitan or possibly rural) station to be operated on channel 253 and coverage to be determined.

FM—94 mc

Radio Station WISE Inc., Asheville, N. C. (P. O. 100 College Street)—CP new FM station to be operated on channel 234 and coverage of 13,300 sq. mi.

FM—Unassigned

Tarrant Bcstg. Co., Fort Worth, Tex.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined.

AM—1060 kc

John H. Schultz, Marshall True, Paul A. Wnorowski, Marvin M. Mollring and John W. Lewis Jr., a partnership d/b as WBEL Bcstg. Co., Belleville, Ill.—CP new station 1060 kc, 250 w, daytime.

AM—1250 kc

Midwest Bcstg. Co., Milwaukee, Wis.—CP new station 1250 kc, 5 kw, directional antenna and unlimited hours of operation——AMENDED: re change in directors and stockholders.

FM—Unassigned

Dorothy S. Thackrey, Los Angeles, Calif.—CP new rural FM station to be operated on frequency and coverage to be assigned by FCC——AMENDED: to specify studio location.

Dorothy S. Thackrey, San Francisco, Calif.—CP new rural FM station to be operated on frequency and coverage to be assigned by FCC—AMENDED: to specify studio location.

FM—96.9 mc

The Times-Mirror Co., Los Angeles, Calif.—CP new FM station, 43.3 mc and coverage of 15,857 sq. mi.—AMENDED: to change frequency from 43.3 to 96.9 mc or such other frequency as assigned by chief engineer FCC, coverage from 15,857 to 27,900 sq. mi., change transmitter location, type of transmitter and antenna system.

FM—Unassigned

John Gordon Studebaker and John Ward Studebaker d/b as Studebaker Bcstg. Company, San Diego, Calif.—CP new metropolitan FM station to be operated on frequency to be determined by FCC and coverage of 950 sq. mi.

AM—590 kc

San Bernardino Bcstg. Co., San Bernardino, Calif.—CP new station 590 kc, 1 kw, directional antenna and unlimited hours—AMENDED: re directional antenna changes and changes in directors and stockholders.

AM—1450 kc

Carleton W. Morris, Douglas, Ariz.—CP new station 1480 kc, 1 kw and unlimited hours—AMENDED: to change frequency from 1480 to 1450 kc, decrease power from 1 kw to 250 w and install new type transmitter.

AM—1230 kc

Telegram Publishing Co., Salt Lake City, Utah—CP new station 1490 kc, 250 w and unlimited hours—AMENDED: to change from 1490 to 1230 kc.

Applications Tendered for Filing:

AM—1230 kc

Lock Haven Bcstg. Corp., Lock Haven, Pa.—CP new station 1230 kc, 250 w and unlimited hours.

AM—980 kc

WTOL Toledo, Ohio—CP to change frequency from 1230 kc to 980 kc, power from 250 w to 5 kw, install directional antenna for night use, new transmitter and change transmitter location.

AM—1460 kc

WELO Tupelo, Miss.—CP change from 1490 to 1460 kc, power from 250 to 500 w night, 1 kw day, install new transmitter and make changes in antenna.

AM—1550 kc

Fulton County Bcstg. Corp., Atlanta—CP new station 1550 kc, 50 kw, directional antenna and unlimited hours.

AM—850 kc

WRUF Gainesville, Fla.—CP install new transmitter, change transmitter location, change from 5 kw limited time to 5 kw unlimited hours of operation and install directional antenna for night use.

AM—1300 kc

KOME Tulsa, Okla.—CP change from 1340 to 1300 kc, power from 250 w to 1 kw night and 5 kw day, install directional antenna for night use, new transmitter and change transmitter location.

CHANGES ARE MADE IN DU MONT BOARD

REDUCTION of Paramount Pictures membership on the board of directors of Allen B. Du Mont Laboratories was voted last week at a meeting of the board.

The board formerly was composed of equal representation of Paramount representatives and executives of Du Mont—four and four. Under the new arrangement, Paramount will retain three memberships and Du Mont five. Paramount owns all of the Class B stock of the company.

The company's directors voted authorization of an increase of 1,320,000 shares of Class A stock. The increased authorization of a stock which is held by Du Mont Co. permitted increase in a stockholders representation on the board to five members, with a corresponding decrease of B stockholder representation to three.

Thomas Nominated Head Of New York Ad Club

EUGENE S. THOMAS, WOR New York sales manager, has been nominated for president of the Advertising Club of New York. Election is to be held at the annual meeting May 14. Other officers and directors to be voted upon at that time are: vice president, Andrew J. Haire, president Haire Publishing Co.; treasurer, James A. Brewer, president, Brewer-Cantelmo Inc.; for directors, Allan T. Preyer, chairman of the board, Morse International Inc., 3 years; Horace H. Nahm, president, Hooven Letters Inc., 3 years; Charles C. Green, secretary, Advertising Club of New York, 3 years; H. J. Kenner, general manager, Better Business Bureau of N. Y., 2 years; Daniel S. Tuthill, vice president, National Concert & Artists Corp., 2 years; Clifford S. Reuter, Advertising, 1 year; Karl M. Mann, president, Case - Shepperd - Mann Publishing Corp., 1 year.

Replacement

GENERAL FOODS Co., New York (Maxwell House coffee), June 6 replaces *Burns & Allen Show* with *Meredith Willson & His Music* for 13 weeks on 138 NBC stations, Thurs. 8-8:30 p.m. (EDST) with West Coast repeat 8:30-9 p.m. (PST). Agency is Benton & Bowles, New York.

West Coast AFM Pact

UNDER agreement worked out between KFOX and KGER Long Beach, Calif., and Los Angeles Musicians Local 47 of AFM, stations now are employing a full-time musician each. Arrangement gives stations privilege of picking up remote broadcasts of union orchestras. Under union ruling, music of members cannot be used on remotes unless station employs one or more musicians. Union has also contacted KFAC KIEV KFVD with similar agreements offered.

Tabernacle Subsidiary Asks For Frequency Held by WKBW

ANOTHER ROUND in the four-year-old argument involving WKBW-WGR Buffalo and their lease for time to the Churchill Tabernacle was foreseen last week in three-pronged developments:

1. FCC announced that Broadcasting Foundation Inc., a subsidiary of the Tabernacle, had applied for the facilities of WKBW, a 50-kw fulltime station on 1520 kc which was established by the Tabernacle.

2. The Tabernacle filed notice of appeal from the Commission's Dec. 19 decision [BROADCASTING, Dec. 24] denying renewal of license of WKBW and WGR and requiring abrogation of their lease for time to the Tabernacle, which held the lease under the 1928 contract by which it sold WKBW to Buffalo Broadcasting Co., now licensee of both stations.

3. Attorneys for Buffalo Broadcasting said the lease had been cancelled and that the licensee will file a statement to that effect with the FCC, as required Dec. 19 by the Commission within a 30-day period.

Under the duopoly rule, Buffalo Broadcasting must dispose of either WKBW or WGR, and negotiations in that direction have been reported in progress.

Broadcasting Foundation's application, announced Wednesday by the Commission, seeks a construction permit for the facilities of WKBW. Churchill Tabernacle owns two-thirds interest in the corporation, and the remaining one-third is divided equally among Dr. Clinton H. Churchill, Tabernacle president; Warren E. Detenbeck of Eggertsville, N. Y., and Matt Klepfer of Buffalo. They estimated cost of construction would be $216,500.

Notice of appeal from the FCC's December decision was filed in the U. S. Court of Appeals for the District of Columbia on April 2 by James Lawrence Fly of New York, former FCC chairman, and Joseph H. Morey of Buffalo, attorneys for the Tabernacle. The notice challenged FCC's authority in ordering cancellation of the time lease declaring there was no evidence sufficient to find the lease illegal, that FCC and its predecessor, the Federal Radio Commission, by their past actions in granting license renewal to Buffalo Broadcasting have approved the time agreement; that operations of KWBW and WGR, including the Tabernacle's programs, have been "continuously in the public interest."

Frank D. Scott, Washington attorney for Buffalo Broadcasting, said that following the FCC's decision, the time agreement had been cancelled and that the Commission would be so notified. It appeared likely that Buffalo Broacasting would file a petition to intervene in the Tabernacle's appeal.

THREE ADVERTISERS ANSWER FTC CHARGE

HEARINGS for taking further testimony on Federal Trade Commission charges against three firms which use radio extensively, accusing them of misrepresentation, were slated to get under way last week. All three firms, FTC spokesmen pointed out, denied the charges made against them.

American Tobacco Co. (Lucky Strike cigarettes) was accused of 12 specific misrepesentations in broadcast and printed advertising. Among claims which FTC contends are misleading are: That Luckies are "toasted," less acid than other popular brands; less irritating; contain less nicotine; are preferred "two to one" over all other brands among independent experts, and that American pays more than other companies for cigarette tobacco. Hearing was started in New York Tuesday.

B.C. Remedy Co. (BC Headache Powders), Durham, N. C., was charged with falsely representing that ingredients of its preparation are commonly prescribed by physicians for relief of pain; that BC will relieve ruffled nerves and is safe and harmless. Hearing opened Wednesday in Washington.

Stanback Co. Ltd. (Stanback Headache Powders), Salisbury, N. C., was accused of failing to reveal "facts material in the light of such representations and material with respect to consequences which may result. . . ." Hearing started Wednesday in Washington.

KGDE Sale by C. L. Jaren Given Approval of FCC

FCC gave its consent last Wednesday to the sale of KGDE Fergus Falls, Minn. by Charles L. Jaren to Fergus Radio Corp. for $50,000.

The purchasing corporation, a new firm, is equally owned by Roger L. and Harold L. Dell, brothers, and Harold Dell's wife, Clara. The sale followed the Avco procedure [BROADCASTING, Dec. 3, 10] but no competitive bids for purchase of the station were submitted.

The Dell brothers are attorneys and businessmen, Roger at Fergus Falls and Harold at Minneapolis. The former is president of the licensee corporation; the latter is secretary - treasurer. Mrs. Harold Dell is vice president.

KGDE operates on 1230 kc with 250 w day and 100 w night.

Gold Seal Appoints

CAMPBELL — MITHUN, Minneapolis, has been appointed to represent Gold Seal Wax Co., Chicago and is using ET spot campaign on 25 stations largely in Northwest.

145 STATIONS ASKED TO SUBMIT RATES

TO OBTAIN data in connection with the clear channel hearings to begin April 15, the FCC is asking 145 regional and local stations to submit commercial rates charged during 1933 and from 1939 through 1945. A Commission spokesman said last week the information is being sought from stations because it is not available from media rate services.

A questionnaire, approved by the Budget Bureau, sent out by the Commission called for hourly rates charged for the period 6 p.m. to 11 p.m. for network, non-network and local time. How the data will be used and what conclusions may be drawn from it, the spokesman said, have not been determined.

KGVO NAMES COLE GENERAL MANAGER

JAMES C. COLE, formerly commercial manager of KTMS Santa Barbara, Calif., has assumed general managership of KGVO Missoula, Mcnt. Mr. Cole, in radio for the past 15 years, had been with KTMS since his discharge from the Army last October after more than three years service.

Mr. Cole

At KGVO, Mr. Cole has taken over duties formerly performed by A. J. Mosby, owner and operator of the station, who will devote his time to his mining and real estate interests.

Y&R Drops Claim

SETTLING a dispute of some weeks, priority rights to *Corliss Archer* series have been relinquished by Young & Rubicam Inc., because it did not shape up as one they would recommend to clients for sponsorship at this time [BROADCASTING, March 11.] Notification to this effect was sent by Bruce Eells, agency's Hollywood business manager, to those concerned in the controversy. Young & Rubicam claimed exclusive option rights to series after Ward-Wheelock Co. purchased same as replacement for *CBS Request Performance*, sponsored by Campbell Soup Co. Notification of Young & Rubicam decision was also sent to James L. Saphier Agency, Hollywood program packager, F. Hugh Herbert, writer of series, and Sam Jaffe Agency, talent service. Young & Rubicam formerly intimated they would protect alleged exclusive rights by legal means if necessary.

Replacement on NBC

PHILIP MORRIS & Co., New York, drops *Holiday & Co.*, Fri. 9-9:30 p.m. on CBS and will replace that show with *It Pays to Be Ignorant* on May 3. Agency is The Biow Co., New York.

Eleven New Standard Outlets Granted

Congressman, Pellegrin Among Principals Of Permitees

MAINTAINING its rapid pace in granting new stations, the FCC last Wednesday authorized construction of 11 new standard outlets representing a total initial investment of more than $200,000.

Rep. Thad F. Wasielewski (D-Wis.) is president of a corporation authorized to operate a new daytime station at Milwaukee, and Frank E. Pellegrin, NAB director of broadcasting advertising, is member of a partnership granted a new fulltime outlet at Oak Ridge, Tenn.

Rep. Wasielewski owns 15.6% interest in Wisconsin Broadcasting System, granted daytime use of 860 kc with 250 w at Milwaukee. His wife owns 4%. Principal stockholder is Charles L. Lanphier, general manager of WEMP Milwaukee, who owns 50.4%. Other stockholders are Stanley Nastal, radio producer, 20% interest, and Robert E. Tehan, Milwaukee attorney and state senator, 10%. Cost of the station was estimated at $13,755.

Mr. Pellegrin is associated in an equal partnership with Homer H. Gruenther, Washington representative of Omaha Chamber of Commerce, in the firm of Pellegrin & Gruenther, which was granted a construction permit for the Oak Ridge station, to operate on 1490 kc with 250 w fulltime. Cost of the outlet was reported as $16,007. Mr. Gruenther previously was secretary of former Sen. Burke of Nebraska.

Methodist Radio Parish Inc., a nonprofit corporation controlled by the Detroit Annual Conference of the Methodist Church, was authorized to build a daytime station at Flint, Mich., operating with 250 w on 1510 kc. The firm proposed a 39.45% commercial program schedule with 25% of time to be devoted to religious broadcasts. Station was expected to cost $13,137.

Twin City Broadcasting Co., licensee of WCOU Lewiston, Me., owned by Faust and Valder L. Couture, publishers of the French-language newspaper *Le Messager* at Lewiston, was granted authority for a new station at Augusta, Me., operating on 1340 kc with 250 w unlimited time. Faust Couture, president, owns 351 of 352 shares issued in the broadcasting firm; the other is owned by Valder Couture. Issuance of 500 shares is authorized. Cost of station was estimated at $16,600.

Covington News Inc., owner of *Covington* (Ga.) *News*, a weekly, received a grant for a 250-w fulltime station on 1490 kc at Covington. Belmont Davis, president and editor of the newspaper, is principal stockholder. The station is expected to cost $11,750. Authorization for the station was given in approving the *News*' petition for reconsideration and grant of the application without a hearing.

George Bennitt, publisher of the *Lewistown* (Mont.) *Democrat-News*, and Russell Bennitt, stockholders in KGRH Fayetteville, Ark., and formerly interested in KXOX Sweetwater, Tex., are owners of Capital Broadcasting Co., which received a grant for a 250-w fulltime station on 1230 kc at Lewistown. Each owns 50% interest in the firm. George Bennitt is president. Cost of the station was estimated at $16,350.

Stark Broadcasting Corp. was authorized to construct a 1-kw daytime station on 1060 kc at Canton, Ohio, which was expected to cost $30,506 excluding land and buildings. Merlin R. Schneider, operator of a lumber and storage business at Canton, is president and owns 20% of stock. Similar interests are held by J. L. Amerman, Canton attorney, and E. A. Mahoney, Canton manufacturer, and lesser interests are owned by several other stockholders.

Kenneth R. Giddens and T. J. Rester, doing business as Giddens & Rester, received a grant for a daytime outlet at Mobile, Ala., on 710 kc with 1 kw. Mr. Rester, a veteran of World War I, and Mr. Giddens, a veteran of World War II, operate a chain of motion picture theatres in Mobile. Their station was expected to cost $24,600.

Charles Wilbur Lamar Jr., stockholder in three outdoor advertising companies at Baton Rouge, was given authority to construct a 250-w station on 1490 kc at Houma, La., to operate unlimited time. Cost was estimated at $24,650.

Rogue Valley Broadcasting Co. was awarded a grant for a new Ashland, Ore. station to operate on 1400 kc with 250 w fulltime, and estimated it would cost $21,840. Principal stockholders are M. S. Hamaker and H. H. Hild, Ashland merchants, who own 25.2% each. Smaller interests are held by 47 others.

Alfred Dorman, mayor of Statesboro, Ga. and head of a wholesale grocery business there, received a grant for a fulltime station at Statesboro on 1490 kc with 250 w. He estimated cost at $14,300.

Trammell Warns Against Programming Compromises at NBC Western Meeting

WARNING that "broadcasting cannot compromise its program service to the American people," Niles Trammell, NBC president, keynoted the network's three day Western Division station meeting which concluded in Hollywood April 3. Representatives from 20 owned and operated and affiliated stations from 12 Western states attended.

Clarence L. Menser, NBC vice president in charge of programs, reported that the network's summer replacements are more advanced than ever before.

Roy Witmer, vice president in charge of sales, predicted an early shift from existing seller's market to a buyer's market, and warned stations to be ready.

Attending from New York were: Niles Trammell, Roy C. Witmer, Easton C. Woolley, Sheridan B. Hickox Jr., Noran E. Kersta, Robert E. Shelby, Charles P. Hammond, Clarence L. Menser, Charles Detmar, attorney for television department.

Western Division personnel included: Sidney N. Strotz, Western Division vice president; Lewis S. Frost, assistant to the vice president and program manager; Richard Graham, attorney; Paul Gale, traffic manager; Henry Maas, sales and program traffic manager; Oscar Turner, manager recording department; Frank A. Berend, sales department manager; Robert McAndrews, sales and promotion manager; A. H. Saxton, chief engineer; Harold J. Bock, manager of the television department; John Cameron Swayze, manager news and special events department; Leslie Raddatz, press department manager, and Howard Wormser, press department trade editor.

Station representatives: Lloyd Yoder, manager, Frank Baker, George Provol, KOA Denver; Kay Ritchins, KDYL Salt Lake City; Carl Wyler, manager, Roy Chapman, KTSM El Paso; Walter Wagstaff, manager, Mrs. Georgia Phillips, owner, KIDO Boise; Henry Fletcher, manager, KSEI Pocatello; Mrs. Florence Gardner, manager, O. P. Soule, KTFI Twin Falls; John Elwood, manager, David Lasley, advertising and promotion manager, KPO San Francisco; H. Quentin Cox, manager, KGW Portland; O. W. Fisher, president and general manager, Ray Baker, commercial manager, KOMO Seattle; Keith Collins, manager, John Hamlyn, Bob Street, L. R. Matushak, Norman Webster, KMJ Fresno; Robert Stoddard, manager, KOH Reno; Thomas Sharp, general manager, Marion Harris, assistant manager, KFSD San Diego; Art Adler, commercial manager, KMED Medford; Richard O. Lewis, general manager, Jack Lewis, owner, B. R. Fulbright, business manager, Arthur Anderson, William Harvey, KTAR Phoenix; R. B. Williams, manager, KVOA Tucson; Harold Ritter, manager, Mrs. R. Pfister, program manager, KYCA Prescott; Willard Shoecraft, program manager, KWJB Glove; Ray Smucker, manager, KYUM Yuma; Ewing C. Kelly, manager, KCRA Sacramento; George Whitney, sales manager, William Ryan, general manager, Dean Moxley, H. L. Blatterman, Curtis W. Mason, Seymour F. Johnson, KFI Los Angeles.

Dempsey Summoned

WILLIAM J. DEMPSEY, lawyer whose name has figured prominently in FCC investigation of sale of WMCA New York, last Thursday appeared on summons before the Federal grand jury which is investigating out of court activities in the trial of William R. Johnson, called the "overlord" of Chicago gambling. According to Federal Judge John P. Barnes, two and a half years ago, Mr. Dempsey "apparently engineered the motions for a new trial on the ground of newly discovered evidence." Mr. Dempsey and his partner, William Koplovitz, were attorneys for Edward J. Noble when he purchased WMCA from Donald Flamm.

Movies Doubling 1945 Radio Time Purchases

WITH RADIO as a major media, motion picture industry, including production units, distributors and exhibitors, has earmarked between thirty and thirty-five million dollars to advertise and exploit its products during 1946. This practically doubles budget of 1945. Besides special radio tie-ups, this will include heavy spot campaigns in communities where motion picture features are being opened.

Breakdown revealed that more than $5,000,000 will be contributed by the exhibitors, with balance contributed by distributors and independent production units releasing through major firms. Included also are year-round institutional campaigns by major film production firms such as MGM and Paramount.

With release of David Selznick's $5,500,000 film "Duel in the Sun," and Arthur Rank's production "Caesar and Cleopatra," costing in the same neighborhood, United Artists plans to increase substantially its advertising-exploitation budget by approximately three or four times that earmarked for 1945. David Selznick Productions alone will spend $1,000,000 on prerelease advertising for "Duel in the Sun," with radio getting heavy percentage of that sum. In all probability Mr. Selznick will contribute heavily to the United Artists campaign after the picture is released.

UNESCO Considers

RESULTS and recommendations of the Commission on Freedom of the Press are expected to be considered by UNESCO (United Nations Educational, Scientific and Cultural Organization) in forthcoming plans to establish a worldwide system of communications between nations. (See story, page 30.)

CBS-RWG Pact

CONTRACT FOR CBS newswriters with the Radio Writers Guild was signed last week by RWG New York officials. Contract calls for newsmen getting pay increases retroactive to Jan. 1, 1945. Two apprentice newsmen will receive $38.50 weekly salary for the first six months of employment, $46.20 for the second six months and $57.50 for the third six months. Starting scale of regular staff newsmen, which is roughly comparable to NBC's newswriter's contract, according to Peter Lyon, RWG president, in New York is $75 for first six months, $79.61 for second six months, $84.23 for third six months, $88.83 for fourth six months, $92.30 weekly thereafter.

WTVL Joins ABC

WTVL Waterville, Me., June 1 becomes an ABC affiliate as a basic supplementary station. Now under construction, station will operate fulltime with 250 w on 1490 kc. Kennebec Broadcasting Co., Waterville, owns station. Carleton Brown is manager.

At Deadline...

KENNEDY SEEKS WBLK SALE TO WHEELING NEWSPAPER

SALE of WBLK Clarksburg, W. Va., by Capt. John A. Kennedy USNR, special assistant to Secretary of the Navy Forrestal, and Mrs. Kennedy to News Publishing Co. of Wheeling for $177,500 consummated last week subject to FCC approval. Transfer is proposed pursuant to Avco plan of competitive bidding.

Capt. and Mrs. Kennedy recently sold WPAR Parkersburg to same newspaper interests for $307,500 under Avco plan. Final approval is awaited.

Both stations are part of West Virginia Network which also includes WCHS Charleston and WSAZ Huntington. Kennedys own Charleston station and hold 48% interest in WSAZ. Capt. Kennedy explained that funds derived from sale will be used to finance expansion of Charleston and Huntington operations into FM and television. FM applications already are pending while television petitions shortly will be filed.

WBLK is NBC affiliate, operates on 1400 kc with 250 w full time. It was founded by Capt. Kennedy in 1937. Station, it is understood, averages approximately $40,000 yearly before taxes. News Publishing Co. publishes newspapers in several West Virginia markets [BROADCASTING, Jan. 28, Mar. 4].

STATIONS ASK ABC TO EXPAND DAYLIGHT PLAN

ABC's vice president, Charles E. Rynd, who planned network's program reorganization to cope with daylight saving time [BROADCASTING, April 1], besieged by station requests to make it more ambitious. Mr. Rynd is studying problem of treating nighttime programs as he had treated day—to set up recording and rebroadcasting system to make sure listeners would receive programs after April 28 at the usual hours.

He reported many eastern standard time zone stations omitted from ABC's original plans want to bring programs to listeners at accustomed hours. ABC requested additional wire facilities from AT&T. AFRA is studying network's summer schedule, which may require a revision of AFRA fees.

RMA LABOR CONFERENCE

INDUSTRIAL Relations Conference will be held May 21-22 by Radio Manufacturers Assn. at Hotel Pennsylvania, New York, to discuss expanded labor projects of RMA. Chairman will be G. W. Thompson, of Noblitt-Sparks Co., heading RMA's Industrial Relations Committee (early story on page 60).

IN an experiment with juvenile radio serial, Kellogg Co. on April 16 transfers five-a-week *Superman* series on Mutual from world of fantasy to the real world of today's children and such real problems as racial intolerance. Idea has been endorsed by educators, religious leaders and members of organizations dealing with juvenile problems.

RETENTION of WNYC New York as municipally operated station at least temporarily assured last week when Mayor William J. O'Dwyer included item in city 1946-47 budget for WNYC appropriation of $139,120, increase of $22,175 over last appropriation.

PW ASKS TESTS FOR DOMESTIC SERVICE

PRESS Wireless Friday filed with FCC application to conduct intensive test transmissions of its proposed domestic addressed program service for about a week. Company requested experimental license to give this shortwave service to U. S. stations, following FCC rejection of earlier PW application for 90-day commercial license [BROADCASTING, March 25]. In its letter denying that application, FCC had said it would "be glad to consider application for testing service on a non-commercial basis to determine quality and reliability of such service under all conditions" and whether additional frequencies will be needed.

Press Wireless plans to originate many of test transmissions from United Nations at Hunter College. Accounts of the sessions will be shortwaved to selected points. Service is to give local stations and regional networks low-cost facility for covering important public events at a distance from their communities.

FCC DENIES STATEMENT, URGES FM CONSTRUCTION

FCC late Friday urged FM broadcasters to proceed with station construction plans "with the greatest possible speed." Denying news report quoting unnamed FCC official as saying it would be "hardly worthwhile" for broadcasters to continue FM construction plans "in view of the very few FM sets to be produced this year," Commission declared:

"No person in any responsible position in the agency has made such a statement. The statement does not represent the views of the Commission. It is erroneous and gravely misleading. Far from discouraging broadcasters from continuing with their construction plans, the Commission urges all of them to proceed with their plans with the greatest possible speed."

AFRA ELECTS HELLER

GEORGE HELLER elected national executive secretary of American Federation of Radio Artists by AFRA national board of directors at special meeting Thursday in New York. Meeting was called following resignation of Emily Holt, who had held post since formation of AFRA eight and a half years ago. Mr. Heller, who has been assistant national executive secretary during that period, in taking over Mrs. Holt's duties, will continue to act as executive secretary of the New York local of AFRA.

No explanation given, but it followed a meeting of the heads of a number of AFRA locals who charged laxity in operations.

THINGS TOUGH ALL OVER

OPA Administrator Paul A. Porter must be lamenting his transfer from FCC chairmanship on several grounds. In addition to headache implicit in OPA job, he is suffering from badly sprained ankle caused by slide into what he thought was second base in softball game at Chester Bowles' suburban farm March 31; twisted rib caused by trying to use crutches for sprained ankle; and molar extracted last Friday after weeks of delay.

People

SHERMAN R. BARNETT, general counsel and a director of Free & Peters, Inc., has opened office at 53 West Jackson Blvd., Chicago, for law practice with brother under firm name of Barnett & Barnett.

JAMES LAWRENCE FLY, former FCC chairman, named by Secretary of Labor Lewis B. Schwellenbach as chairman of fact-finding board in threatened West Coast longshoremen's strike.

WILLIAM STILL, head of Jamaica Radio Television Mfg. Co., New York, appointed electronics consulting engineer of Lafayette Television and Motion Picture Studios, new studio project in Brooklyn. Rudolph Brent, with American Cino Photo Corp., New York, also joining Lafayette studios and leaves next month for Europe to make a television and motion picture production survey.

C. J. WOODHOUSE, discharged Navy lieutenant commander, resumes as WDNC Durham, N. C., commercial manager.

R. S. GOULD, after service with Navy, returned to General Foods Corp., New York, as assistant sales promotion manager for institution products.

CHENEY JOHNSTON, consultant, appointed lighting consultant to ABC television division.

JOE GRAHAM, out of armed forces and before that announcer-director of WCKY Cincinnati, joins ABC as staff director.

THOMAS B. McFADDEN, with NBC news department since 1935, appointed director of news and special events for WEAF New York, NBC key station, effective today.

GEORGE B. STORER, president of Fort Industry Co. (WSPD WWVA WMMN WHIZ WLOK WAGA WGBS) was to be married Saturday in Miami. The bride: Mrs. Jean Van Orsdell.

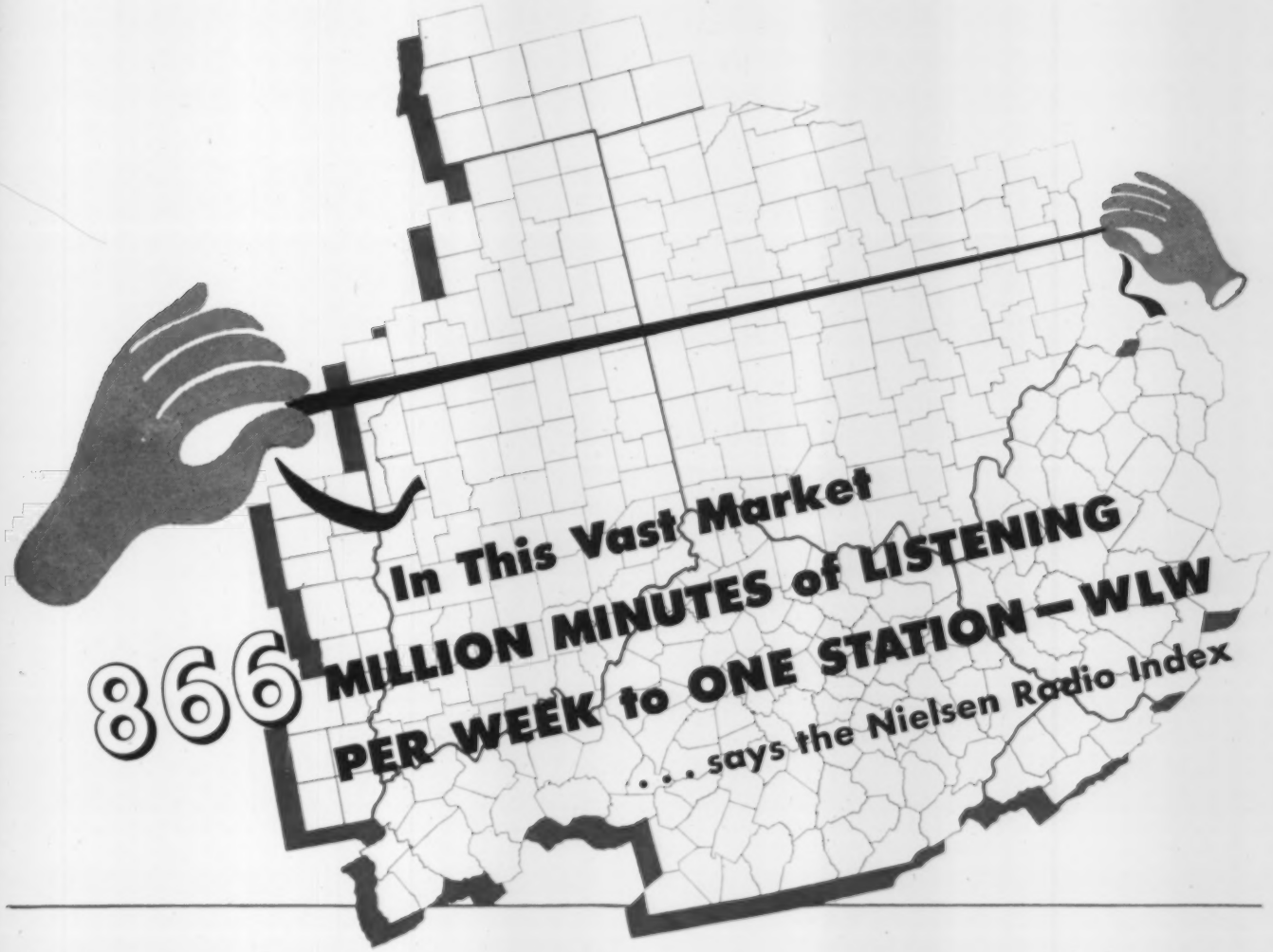
ERNEST H. MARTIN, CBS national sales service representative in Hollywood, promoted to a new position, director of network programs, Hollywood. He will supervise all national network programs originating on West Coast and reports to CBS Vice Presidents Davidson Taylor and Edward R. Murrow in New York, and to Donald W. Thornburgh in Hollywood.

WESTINGHOUSE FM PACTS

EXECUTION of licensing agreements under which all frequency modulation patents held by Maj. Edwin H. Armstrong become available to Westinghouse Electric Corp. announced last Friday by Walter Evans, vice president in charge of all Westinghouse radio activities.

New agreements cover all receivers, railroad and special services transmitters and studio equipment manufactured by Westinghouse. Commercial transmitters are not covered, since such licenses are issued only to station operators, not to manufacturers. Included, however, are agreements for six FM stations operated by Westinghouse in Pittsburgh, Philadelphia, Boston, Springfield, Mass., Fort Wayne and Portland, Ore.

TELEVISION applications of Yankee Network for stations in Boston and Hartford withdrawn Friday, bringing total dismissals to 27. Applicant had previously withdrawn from Providence.



Your Sales strategy may be vitally affected by these facts:

- In the 4-state area that is WLW-land, there are 2,708,038 radio homes.
- According to NRI for August-September, 1945, the average home listens to the radio 1,347 minutes per week.
- The average amount of listening to WLW *alone* is 321 minutes per week—23.8% of *all* listening to *all* stations.
- Projected to total radio homes in the area—it amounts to more than 866 million "home-minutes" of listening to WLW in an average week.

Bear in mind, these are not figures for a single city . . . not even for a single county or state, but for an empire of 325 counties in seven states . . . where 12,296,337 people live.

If you have something to sell this great *mass market*, you can reach it through WLW effectively, economically.

ALL FIGURES ON RADIO LISTENING GIVEN IN THIS ADVERTISEMENT ARE FROM THE NIELSEN RADIO INDEX FOR AUGUST AND SEPTEMBER 1945.

HERE ARE MORE FACTS

84.9% of all radio homes in WLW-land were tuned to WLW at least once for a full 6-minute period or longer during four measured weeks.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION